AUGUST 18, 1952—PART I

35¢ PER COPY

BROADCASTING TELECASTING

UNIVERSITY OF TULSA
AUG 19 1952
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IN THIS ISSUE:

83 Radio Rate Cut Will Cue Rivals
Page 21

ARTB Rate 'Seal' Advocated
Page 23

Another Upsurge In Spot Buying
Page 25

Auto Radio Figures Released
Page 25

TELECASTING
Finder on Page 71

21ST year

The Newsweekly of Radio and Television

Like lettuce goes with tomatoes

Low-cost results and W-I-T-H go together just like lettuce and tomatoes. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

Go where there's GROWTH...

Furniture and Farming

ONE of "rural" Kentucky's leading money-making "crops" is . . . *furniture!* Even in the famed Bluegrass section, furniture is important. For example, the big plant of Karpen Furniture, at Lexington, and the Winchester Leggett & Platt plant. Owensboro boasts the expanding plants of Spring Air Mattresses and Murphy Chairs; at Henderson, the growing plant of Delker Brothers, bedroom furniture. The sales volume of Kentucky-made furniture jumped from $13 million in 1939 to $83 million in 1951! In the same period the number of furniture manufacturers increased from 546 to 1,000!

All this in highly-rated "agricultural" Kentucky . . . the state that leads the nation in farm income gains! Cash income from crops and livestock reached an all-time high of $632,632,000 in 1951! Kentucky's increase in land value is the highest in the nation; and crops last year were up 24%.

Go where there's GROWTH...
GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS
WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

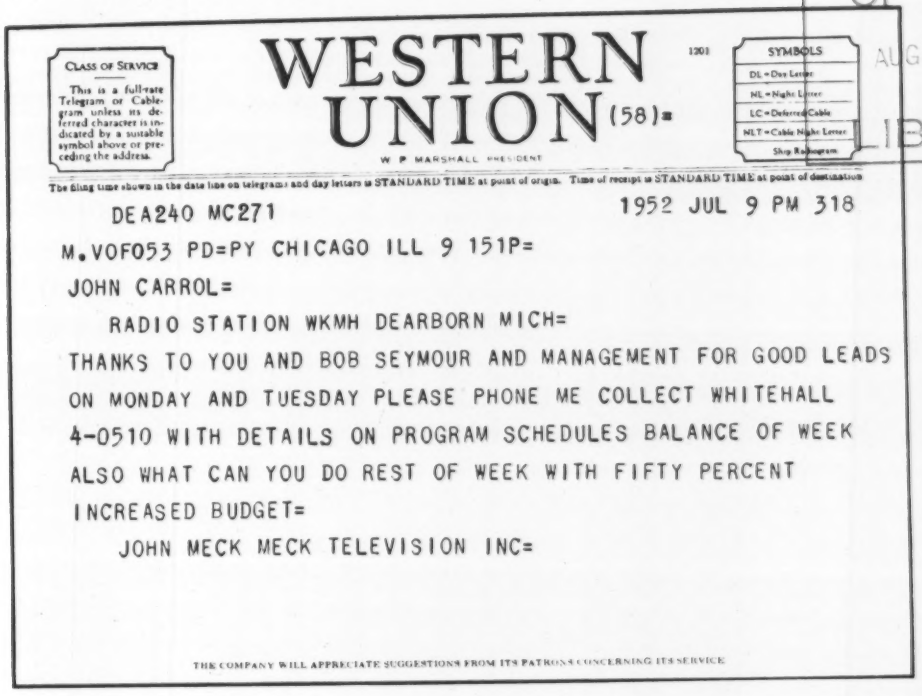
ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

XUM

When you use WKMH...

YOU GET RESULTS!

Here's the PROOF



CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION (58)
1201
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

DEA240 MC271 1952 JUL 9 PM 318

M.VOF053 PD=PY CHICAGO ILL 9 151P=
JOHN CARROL=
RADIO STATION WKMH DEARBORN MICH=
THANKS TO YOU AND BOB SEYMOUR AND MANAGEMENT FOR GOOD LEADS
ON MONDAY AND TUESDAY PLEASE PHONE ME COLLECT WHITEHALL
4-0510 WITH DETAILS ON PROGRAM SCHEDULES BALANCE OF WEEK
ALSO WHAT CAN YOU DO REST OF WEEK WITH FIFTY PERCENT
INCREASED BUDGET=
JOHN MECK MECK TELEVISION INC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

UNIVERSITY OF TULSA
AUG 19 1952
LIBRARY

*Bob Seymour M.C.'s the "Bobbin with Robin" Show, on WKMH.

Meck Television uses many radio markets, but when they want to sell the DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio they buy . . .

5000 WATTS Daytime

WKMH

1000 WATTS Nights

Represented by
HEADLEY-REED

Affiliated with
WKHM
Jackson, Michigan

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

It's Consistency that Counts

THE CONSISTENT HOOPER PICTURE SHOWS

KRLD-TV

WITH DOUBLE THE AUDIENCE

Of the Second Dallas Station in the great twin market of DALLAS and FORT WORTH.

6:00 P.M. to 11:00 P.M. SUNDAY THRU SATURDAY
KRLD-TV EXCEEDS THE SECOND DALLAS STATION WITH BETTER THAN 100% MORE AUDIENCE IN DALLAS AND FORT WORTH.

THE ONLY STATION WITH EXCLUSIVE NETWORK PROGRAMMING IN THE SOUTHWEST'S LARGEST TV MARKET . . . NORTH TEXAS!

Here is the Record:

SHARE OF AUDIENCE

KRLD-TV	Second Dallas Sta.
39.1 %	19.5 %

Source: May, June Hooper, 1952

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

KRLD-TV *Channel 4, Dallas*

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

TEXAS' MOST POWERFUL TELEVISION STATION

at deadline

CLOSED CIRCUIT

WITH CBS rate adjustment now *fait accompli* with overwhelming affiliate ratification (88.5% at deadline Friday) eyes now are focused upon NBC's move. That NBC will meet competitive rate through revised structure of its own is taken for granted. Concern is over formula it will use and whether it will foreclose further jockeying. There's general view among CBS affiliates that this is it and that off-rate-card dealings are over in radio network selling.

AFFILIATES wondering whether CBS might follow NBC's lead and reintegrate its radio and television divisions are being told flatly that for foreseeable future CBS plans to continue to operate radio and TV separately.

USE OF radio in television-equipped homes more than twice as much as national research data indicate, is startling disclosure of intensive midwest research project about to be released.

DELAY in final approval of joint AAAA-NARTB standard TV advertising contract ascribed to historic insistence of agency group upon 2% cash discount feature, to which only relatively few stations have agreed.

WHILE present FCC plan is to conduct all hearings on TV in Washington rather than in field, it's expected that where sufficient cause is given, proceedings will occur in city in which competitive applicants are domiciled. With its limited appropriations, FCC apparently feels that proceedings can be handled more expeditiously in Washington, even though examiners might get better "feel" when proceedings are on home grounds.

WITH PRIVATE commercial TV operation foreclosed for forseeable future, Canada's radio broadcasters are eyeing wired TV (through community antennas) as solution to dilemma. So far Canadian Broadcasting Corp., which is both licensor and operator, has reserved unto itself all TV allocations, and plans debut of stations in Montreal and Toronto next month, operating few hours daily. Awaited is public reaction when CBC begins limited schedules but slaps $15 license fee on each set owner who now gets full fare from U. S. stations across border.

VIRGINIA BUTLER, former business manager, Lennen & Mitchell, N. Y., and in charge of timebuying for Republican National Committee in 1944, understood to be joining Kudner Agency, N. Y., to handle radio-TV timebuying for GOP National Committee in this year's campaign.

FOUR additional names submitted by FCC to Civil Service for certification as examiners to meet TV workload, augmenting William G. Butts and Herbert Sharfman, appointed Friday (story page 106). They are: H. Gifford Irion, Aural Facilities Div., Broadcast Bureau;

(Continued on page 6)

WORKSHOP PANELS SELECTED FOR FIRST NARTB MEETING

PANELS for NARTB District 7 (Ohio, Ky.) two-day meeting, kicking off annual convention series, announced Friday by Robert T. Mason, WMRN Marion, Ohio, district director. Workshop sessions will be features of meeting, opening this morning (Monday) at Hotel Statler, Cleveland (see story page 23).

Agenda provides call-to-order at 9:30 a.m., with NARTB President Harold E. Fellows speaking at 10. He will lead floor discussion of top industry problems. Ken D. Given, WLBJ Bowling Green, Ky., will head news panel. Other members will be Harold Heminger, WFIN Findlay; R. Sanford Guyer, WMOA Marietta. Richard G. Lewis, owner and publisher of *Canadian Broadcaster*, will address Monday luncheon.

In afternoon Richard P. Doherty, NARTB employe-employer relations director, will conduct management clinic. F. E. Lackey, WHOP Hopkinsville, will conduct 4 p.m. program clinic. He will be supported by Hugh O. Potter, WOMI Owensboro; Vernon A. Nolte, WHIZ Zanesville; Gene Trace, WBBW Youngstown; Robert Ferguson, WTRF Bellaire; Mike Layman, WSFC Somerset. John W. Betts, WFTM Maysville, Ky., and Robert C. Fehlman, WHBC Canton, Ohio, will give state legislative reports.

TV panel opens Tuesday program. William Fay, WHAM Rochester, NARTB TV director, will be supported by Thad Brown, Howard H. Bell and Edward H. Bronson, of headquarters staff; Allen L. Haid, WSPD-TV Toledo, and James Hanrahan, WEWS (TV) Cleveland. President Fellows will speak at Tuesday luncheon on topic, "I Can Get It for You Retail."

BUSINESS BRIEFLY

TOOTHPASTE CHAIN BREAKS ● Forhans Toothpaste buying daytime radio chain breaks in about 15 markets, effective Sept. 8. Agency, Erwin, Wasey & Co., N. Y.

YEAST SMALL MARKET PLANS ● Standard Brands (Fleischmann's Yeast) considering radio campaign in number of small, widely scattered markets early in September, using woman's participation shows. Agency, J. Walter Thompson Co., N. Y.

AGENCY APPOINTED ● Blue Cross Commission of American Hospital Assn. and Blue Shield Medical Care Plans, Chicago, name J. Walter Thompson Co., same city, to handle national advertising. Alexander Gunn, agency vice president, is account executive. Media plans will be completed in about two months.

NOBLE-DURY NAMED ● Albert Noble, president, Noble-Dury & Assoc., Nashville, announces appointment of his agency to handle advertising for Enterprise Gas & Electric Ranges, made by Phillips & Buttorff Manufacturing Co., Nashville. Plans include radio.

CKLW GRIDCASTS ● CKLW Windsor-Detroit will air Michigan State football games during upcoming season under sponsorship of Sun Oil Co.

SHOE SPONSOR ● Brown Shoe Co., St. Louis, to sponsor *Smilin' Ed's Gang*, featuring Ed McConnell, on CBS Radio (Sat., 10:30-11 a.m. EDT), effective next Saturday. Agency, Leo Burnett Co., Chicago.

NBC Revamps Radio, TV Program Staffs

REINTEGRATION of NBC radio and television network program departments, in line with company's radio-TV unification policy, announced Friday by Radio-TV Program Vice President Charles C. Barry.

Thomas A. McAvity, former TV talent and program procurement manager, was named national program director, while Davidson Taylor, former general production executive in television network, was appointed director of public affairs, both men reporting to Mr. Barry.

Abe Schechter, general program executive, continues on special assignments, also reporting to Mr. Barry. Program organizations headed by Max Liebman, Worthington Miner, and Robert Montgomery not changed.

Reporting to National Program Director McAvity: Merritt Barnum, appointed manager of new program development; Fred Coe, Douglas Coulter, Dee Engelbach, Sam Fuller, George McGarrett, Roger Muir and Barry Wood, all executive producers and whose unit staffs will continue to work with them; Carl Stanton, appointed television network program manager, to whom television producers, associate producers and directors will report, as will Leroy L. Passman, who was named assistant television network program manager, and Ludwig Simmel, manager of co-op programs, who will report to Mr. Stanton on TV co-op matters.

Others reporting to Mr. McAvity: John Cleary, appointed radio network program manager, to whom radio staff directors will report along with Arch Robb, named manager of music services. Also under Mr. Cleary are Van Woodward, supervisor of script department; Ross Donaldson, supervisor of literary rights and script readers; Robert Wogan, supervisor of network program operations, who assumes supervision of radio associate directors, and Mr. Simmel, on radio co-op matters.

Hal Kemp, named manager of talent office, will report to Mr. McAvity; talent office executives who formerly reported to Mr. McAvity now report to Mr. Kemp, as does Mitchell Benson, manager of radio contract administration, and John Rayel, appointed talent and program coordinator. Ben Parks was named network TV program manager, Chicago, and Homer Heck continues as network radio program manager, Chicago, both reporting to Mr. McAvity; program executives at other owned-and-operated stations who formerly reported to Messrs. Barry or Fred Wile will

(Continued on page 106)

for more AT DEADLINE turn page

at deadline

FIVE-YEAR TV DEMAND OF 30 MILLION SETS SEEN

ADMIRAL Distributors' TV inventories are only one-sixth of those year ago, and market is no longer glutted with surplus or distress merchandise, according to President Ross D. Siragusa. He spoke to more than 400 Admiral domestic and international distributors in Chicago Friday.

Calling attention to 28 stations authorized since July 1, he commended FCC for its "magnificent job in thawing the freeze". He spoke of Denver, where 8,000 sets were sold in first two weeks after KFEL-TV took air, and predicted sale of 50,000 sets before year's end.

Admiral, he said, will hereafter introduce only one new video line each year, instead of customary two or three which is "wasteful" for factory and hardship on TV-appliance dealers.

He termed saturation of sets "state of mind" completely offset by obsolescence, pointing out that radio market supposedly was saturated many years ago. This year, however, industry is expected to sell 10 million radios with manufacturers' value of $250 million. Regarding TV, he said half of nation's sets, or some 9 million, have screens smaller than 16 inches, and 5 million sets are four or more years old and have 14-inch screens or smaller.

He predicted 30 million sets will be sold in next five years.

DuMONT TV TRIO PLANS PROGRAM, SALES PACKAGES

PLANS to integrate program facilities of three DuMont Television Network's owned and operated stations — WABD (TV) New York; WTTG (TV) Washington, and WDTV (TV) Pittsburgh—and to offer all three stations as package to sponsors on "an attractive basis" were formulated at conference in New York Thursday and Friday by station executives.

Attending two-day sessions were Harold Lund and Larry Israel, general manager and sales manager of WDTV; Walter Compton and Neal J. Edwards, general manager and sales manager of WTTG, and Lawrence J. Wynn, sales manager of WABD. Richard E. Jones, manager of DuMont's recently-established owned and operated department, presided over meeting that was called to discuss sales, sales policy, programming, promotion, merchandising and advertising problems.

One of announced results of meeting was plan for wider exchange of programs proved successful in each city and tighter integration of station and network operation. This practice, it was pointed out, will enable sponsors to use their programs on three markets that represent 15.5% of nation's buying power and contain 21.6% of country's TV sets.

In discussion on business affairs and plans, all three stations reported increases in billings and progress in building plans. Station managers agreed to standardize on slides, requiring uniformity in space devoted to commercials and that to station call letters.

Regarding building plans, DuMont's $4 million TV center at 205 East 67th St., New York, was reported as available for limited use within next month or six weeks and all five studios ready before end of year. Construction on WTTG's new headquarters on top of Raleigh Hotel was said to be progressing rapidly.

In this Issue—

CBS Radio adds new discounts to reduce evening time charges by 25%. Affiliates agree to take 15% cut in compensation from network, but they'll recover some of that next Feb. 25 when the network restores Monday-Friday daytime rates to levels existing before the rate cuts of July, 1951. Other networks expected to follow suit, either with new rate cuts or new discount structures. *Page 23.*

SHOULD NARTB issue a "guaranteed rate card seal" to stations which do their dealing above the counter? It's a question that will come up at the annual series of district meetings which begin today. *Page 23.*

SOME 27,425,000 U. S. automobiles are equipped with radios, and auto listening is higher than home listening. This Pulse survey, underwritten by BAB, is the first important national measurement of the audience on wheels. *Page 25.*

A DOZEN major advertisers are buying heavily in radio and television—all of it spot. *Page 25.*

RADIO beats all other media, including television, in rounding up customers for Federal Savings & Loan Assn. of San Diego. *Page 46.*

GORDON McLENDON, president of the suspended Liberty Broadcasting System, wants the FCC to help him breathe life into the network again. *Page 26.*

HERE'S another radio *vs.* newspaper "result" test by Advertising Research Bureau Inc. In this one radio brought more money into Rochester stores than newspapers. *Page 26.*

SCREEN Writers Guild orders members to cut off all material from the 13 Hollywood television film producers against which the Guild is striking. *Page 73.*

NEW grants bring to 36 the total of TV stations authorized since the thaw. *Page 73.*

OFFICIAL U. S. Census figures on Idaho radio homes. *Page 34.*

NARTB has a new pamphlet which will help broadcasters keep out of political pitfalls. *Page 27.*

IT'S up to the FCC hearing examiner to decide whether to prolong or conclude the already lengthy hearings on the proposed merger of ABC and United Paramount Theatres Inc. *Page 30.*

Upcoming

Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 18-19 NARTB District 7, Hotel Statler, Cleveland.
Aug. 21-23: Georgia Assn. of Broadcasters, Gen. Oglethorpe Hotel, Savannah.
Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.
Aug. 22: BAB Sales Clinic, New Orleans.

(Other Upcoming, page 38)

Closed Circuit

(Continued from page 5)

Benito Gaugine, legal assistant to Vice-Chmn. Hyde; Thomas H. Donahue, Hearing Div., Broadcast Bureau, and Annie Perry Neal Huntting, Telegraph Div., Common Carrier Bureau.

HOWARD LANE, vice president of Field Enterprises Inc. for past seven years, terminates that post at month's end and plans to move from Chicago to Portland where he will supervise operations of KOIN Portland and KJR Seattle, in which he acquires interest under $1½ million purchase of two stations from Field [B•T, July 14]. FCC approval came last Thursday. Pending are applications for TV in each market. Field Enterprises is left with only one radio property of half-dozen originally held—WJJD Chicago.

INTEREST of educators in TV manifested at meeting Oct. 4 in Portland, Ore., of boards of governors of top universities. Lester E. Cox, part owner of KCMO Kansas City, vice president and director KOAM Pittsburg, Kan., and chairman of board of KWTO Springfield, Mo., for U. of Missouri will direct panel discussion, with Michael R. Hanna, director of Cornell U.'s WHCU (commercial TV applicant) and NARTB board member, to participate. Move for "non-profit" operation, in lieu of non-commercial, which would permit educational stations to accept commercial business, is anticipated.

IN MEDIA fight for equality with press, broadcasters also have encountered discrimination from number of private organizations. Latest example is Brookings Institution, highbrow privately-endowed research organization, which snubbed radio-TV in releasing newest publication, *Health Resources in the United States*. Both MBS and NBC-TV sought special event on study but were refused. Radiomen aren't even given equal treatment on access to releases.

ONCE groundwork has been laid for GOP campaign strategy, look for appointment of radio-TV advisor to Gen. Eisenhower. Selection of expert to guide general on broadcast techniques and serve as liaison with networks and stations being mulled in Republican Campaign Committee headquarters. Advisor also would serve as "advance man" for nominee at key TV originating points for major speeches.

WILL MAYOR David L. Lawrence of Pittsburgh and his plan to put VHF Channel 4 into nearby Irwin, Pa. (see story, page 73), run into legal snags? Observers point out one block to plan might be court appeals of WLOA Braddock and WWSW Pittsburgh, since they could ask stay of Commission action until courts acted.

FTC CITES PHILLIPS

FEDERAL Trade Commission has charged Phillips Inc., Washington electrical appliance chain, with making misrepresentations in its advertising of home freezers. FTC says Phillips claimed on radio and other media it was engaged in operation of food purchasing plan and that participants could save 30% on annual food costs. Phillips is not engaged in operation of food purchasing plan and savings do not amount to 30%, Commission claims. Hearing has been set for Sept. 24 in Washington.

for more AT DEADLINE see page 106

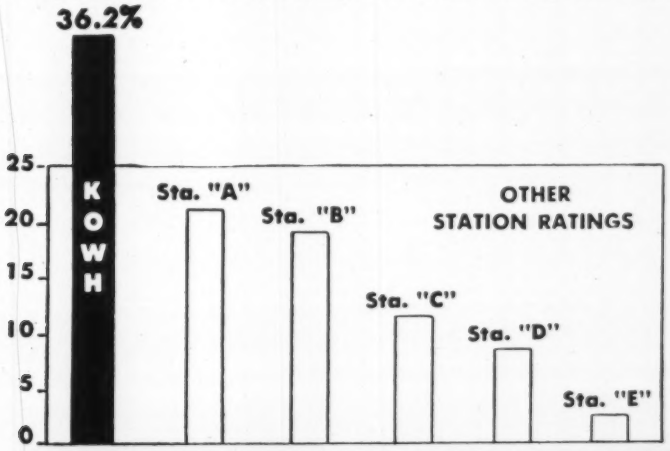
All It Took was Impact . .

. . . A twin-barrel salute, to remove outlaw-leader "Curley Bill" from circulation. Western myths to the contrary, Curly's death in an Iron Springs, Arizona shotgun duel with Wyatt Earp was confirmed by eyewitness reports from both outlaws and possemen present.

Eyewitness reports are important to KOWH too. On-the-spot news coverage by a mobile unit, coupled with a news department whose three major wire services make it the only Independent in the nation so served, means real impact on Omaha-Council Bluffs news audiences!

Sight-in on thet thar Hooper (averaged for the nine months from October, 1951, to June, 1952), podner! If'n it don't prove impact . . . thar ain't no such critter!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951 thru June, 1952.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (June, 1952.)

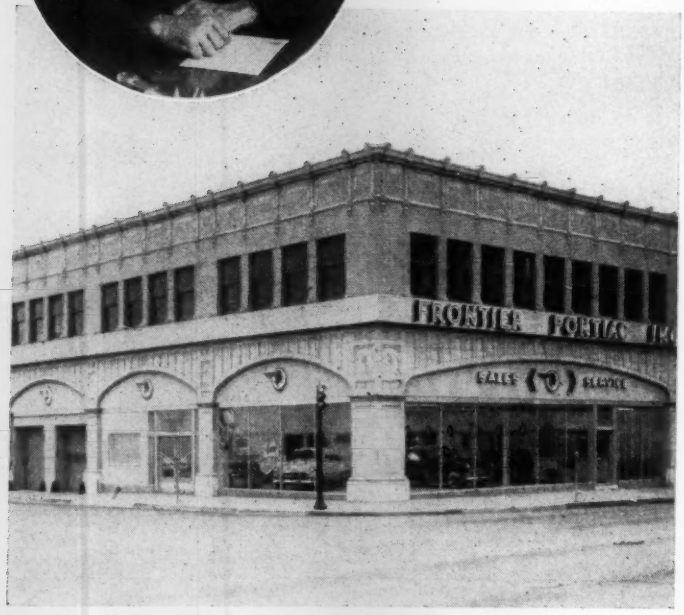


Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

MR. THOS. F. ABBOTT, JR.,
President,
Frontier Pontiac, Inc.
Fort Worth, Texas



How to Build Up Repair Business Via Radio

Mr. Thos. F. Abbott, Jr., President of Frontier Pontiac of Fort Worth, Texas, has used the Fulton Lewis, Jr. program as the chief means of advertising a budget plan for major repairs. His ad agency, the Rowland Broiles Company, states to Radio Station KFJZ, Fort Worth's Mutual outlet, "There has been immediate response in the form of new budget accounts. Also, during the recent showing of the 1952 Pontiac, we pushed 'open house on Saturday and Sunday' on the show and the response was very gratifying."

The Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 122 automotive sales and service organizations) Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING

Agency Beat	12
Aircasters	62
Allied Arts	66
Editorial	56
FCC Actions	98
FCC Roundup	103
Feature of Week	18
Film Report	90
Front Office	59
New Business	16
On the Dotted Line	58
Open Mike	20
Our Respects to	56
Programs, Promotion, Premiums	96
Strictly Business	18
Telestatus	86
Upcoming	38

TELECASTING Starts on page 71

WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

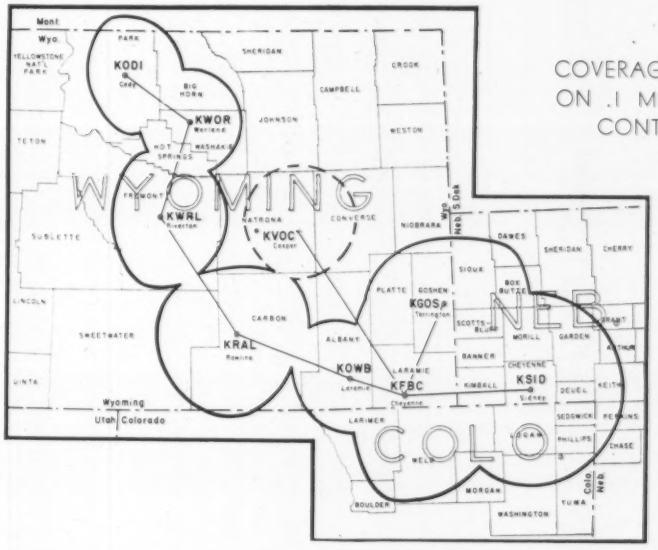
Put Your Brand On Wyoming
Northern Colorado and
Western Nebraska

BY USING

WYOMING COWBOY NETWORK

— ALL STATIONS ABC AFFILIATED —

This is a genuine full-time line-connected network, keyed and fed out of Cheyenne



COVERAGE BASED ON .1 MILLIVOLT CONTOUR

KFBC
KEY STATION CHEYENNE
KOWB
LARAMIE
KRAL
RAWLINS
KWRL
RIVERTON
KWOR
WORLAND
KODI
CODY
KGOS
TORRINGTON
KSID
SIDNEY
KVOC
CASPER *

COVERAGE AND MARKET DATA

population (1950 census)	406,817
radio homes (Broadcasting)	101,704
retail sales (Sales Management)	$669,274,000

SPOT ANNOUNCEMENT RATES

*8 stations. DAY $19.00 NIGHT $28.00

less 25% group discount	$14.25	$21.00
frequency discounts	13 times 2.5% 26 times 5%	52 times 7.5% 104 times 10%

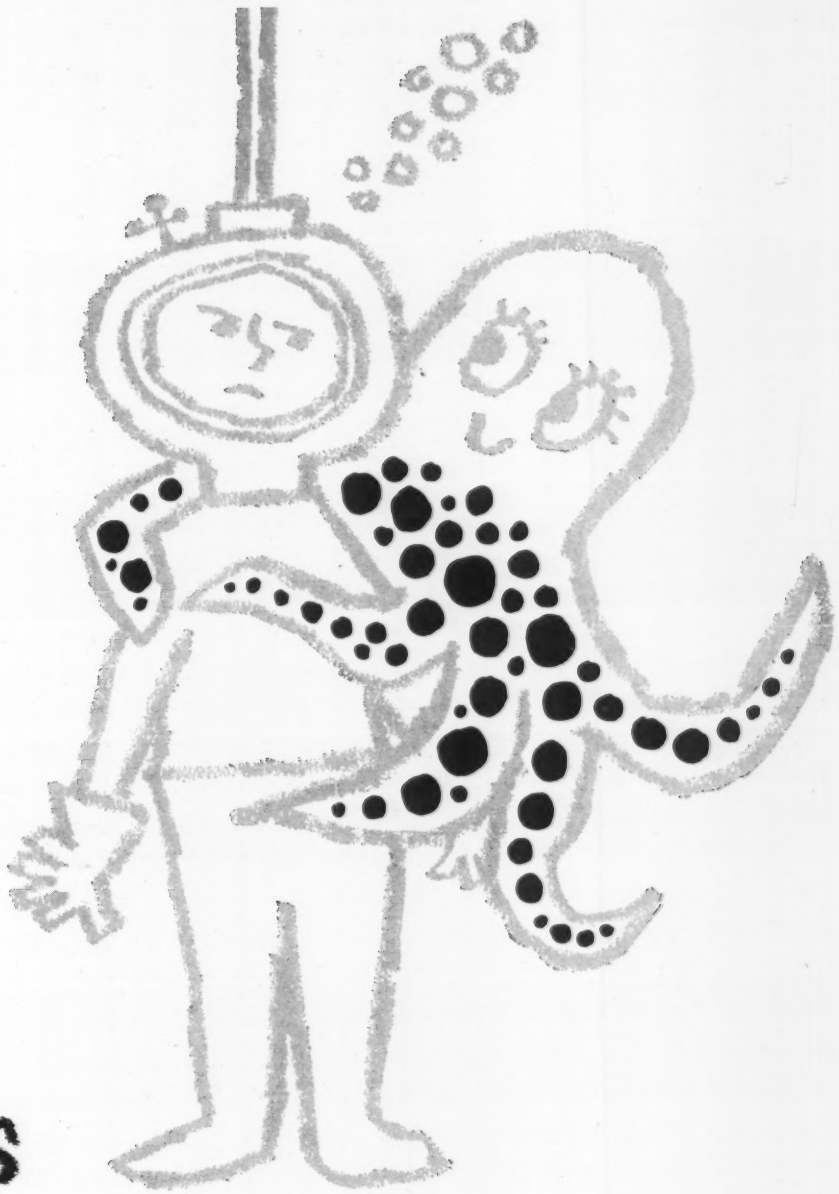
FOR FURTHER DETAILS

see any Joseph Hershey McGillvra man, or phone Frank Flynn, Commercial Manager, or Wm. C. Grove, General Manager, WYOMING COWBOY NETWORK, 4-4461, Cheyenne, Wyoming.

*** KVOC, Casper, available and market data and rates on request.**

SOME SPOTS ARE BETTER

For the best spot, at the right time, at the



THAN OTHERS

Now, for the first time anywhere in television, requirements for 10-second station breaks have been standardized on stations represented by NBC Spot Sales — saving time and cutting production costs.

No longer do you have to go through the costly procedure of producing completely different films or slides for each station.

You need reserve only the upper right hand quarter of the screen for station identification. This leaves you a standard shape, covering seventy-five percent of the space for your commercial.

Thus, today, you can reach 50% of all U. S. TV families through our eight stations without changing your basic artwork or sound track.

Choice 10-second Shared Identification Station Breaks are now available for your Fall Campaign. So spot your product on TV — at minimum effort and expense. Yes, some spots *are* better than others . . . and you can buy them through NBC Spot Sales.

representing
TELEVISION STATIONS:

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*

representing
RADIO STATIONS:

WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
KOA	*Denver*
WRC	*Washington*

right place NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Denver Charlotte Atlanta**

**Bomar Lowrence Associates*

WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

Represented by BRANHAM

agency

CLIFFORD DILLON, copy chief, Dancer-Fitzgerald-Sample, N. Y., to Ward Wheelock Co., Phila., as vice president and director of copy.

THOMAS M. McDONNELL, director of radio-TV production, Foote, Cone & Belding, N. Y., appointed director of program development. **GEORGE WOLF**, manager of radio-TV programs, succeeds Mr. McDonnell.

THOMAS GAYLE, vice president, copy chief, and member of plans board, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, same city, as associate copy director.

JOHN W. FRASER Jr., account executive, KABC San Antonio, to Bob Holleron Adv., that city.

THEODORE CARTER GLAYSTEEN, account executive, Ward-Wheelock Co., Phila., to J. Walter Thompson Co., N. Y., as copy group head.

GEORGE BOND, advertising manager, Schwinn Bicycle Co., to Bozell & Jacobs Inc., Chicago, as associate account executive.

CHARLES A. CHURAN Jr. to creative staff of Earle Ludgin agency, Chicago.

on all accounts

OPEN-MINDED in her appraisal of all media, Jane Ridley, media director and timebuyer of Irwin Co. Inc., Beverly Hills agency, feels that radio, suffering from a self-imposed inferiority complex, has for some time been underselling and apologizing for itself. She maintains this dates back before TV and that now the new advertising medium is getting much of the blame for radio's problems.

Believing radio will continue at its level as an advertising medium while TV will become a direct selling one, she advocates that each be used to complement the other by an advertiser.

Miss RIDLEY

Miss Ridley tried her hand in a variety of business and professional fields before that 1946 summer day when she walked into the Los Angeles offices of the Southern California Broadcasters Assn. to explore radio's possibilities.

She previously had been a dental hygienist, secretary, model, publicist, booker of animals for a state fair and had held various other assignments of responsibility, such as working for a construction company and an airplane factory.

After a year at SCBA handling spot announcements and working with diverse social welfare, civic, state and federal organizations and agencies in coordinating their Southern California radio through the trade association, she moved to ABC in September 1947. Her assignment was as secretary to KECA Los Angeles sales department, under the late Clyde Scott, then general manager.

Joining C. E. Hooper Inc. Hollywood office in the spring of 1948, she became manager some eight months later when Kay Lancaster resigned to be married. She returned to ABC in June the following year as a member of the network's Hollywood publicity - promotion staff.

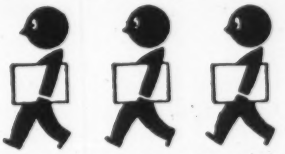
About a year later Miss Ridley decided to get into the advertising agency business. She talked it over with George Irwin Co., and shortly afterward joined that agency's general staff, working with account executives in all media.

Becoming media director and timebuyer was a gradual process. She accumulated these duties within two years.

Among accounts that agency currently places in radio and TV are Ice Capades, Westinghouse

(Continued on page 58)

beat



ROBERT P. AMES appointed research-media director, W. D. Lyon Co., Cedar Rapids, Iowa. **JOHN E. FISHER**, advertising staff, Montgomery Ward & Co., Chicago, to agency as assistant account executive.

KENNETH F. BROWNING, Tatham-Laird agency, Chicago, to Grant Adv., same city, as account executive on Folger coffee. **WILLIAM D. AYRES** named public relations director in Grant's Chicago office.

GEORGE SVESTA, Foote, Cone & Belding, Chicago, to Campbell-Mithun, same city, as art director.

W. ARTHUR FIELDEN, Campbell-Ewald Co., Detroit, to Media Inc., Miami, as vice president and general manager. **PHIL GROH**, president of Southern Television Productions, to Media as contact group head and producer of TV package programs, and **WILLIAM L. ROHDE**, copy chief for Houck & Co., Miami, to Media in same capacity.

Mr. Fielden

MICHAEL P. RYAN, Hazard Adv., N. Y., to Gardner Adv., St. Louis, as copy-contact man on Monsanto Chemical account.

MORRIS F. TANDY, Smith, Taylor & Jenkins Co., to Edward M. Power Co., Pittsburgh, Pa., as account executive.

ARTHUR E. SMITH, partner in Simon & Smith, Portland, Ore., to Alport & O'Rourke, that city, as vice president.

SNOWDEN HUNT Jr., director of media and research, Mogge-Privett Inc., L. A., to Geoffrey Wade Adv., Hollywood, in similar capacity. He is succeeded by **JANE LEIDER**, production manager and media director, Yambert-Prochnow Inc., Beverly Hills.

ROBERT W. BOONE, account executive, Hixson & Jorgensen Inc., L. A., to Abbott Kimball Co., that city, in similar capacity.

JAMES SIMMONS, free lance Hollywood TV film producer, to Yambert-Prochnow Inc., Beverly Hills, as vice president in charge of radio-TV and member of board of directors.

TED ROGERS, assistant to **AL KABAKER**, vice president in charge of Dancer-Fitzgerald-Sample Inc., Hollywood, on leave of absence to handle radio-TV for Republican Vice Presidential campaign of Sen. Richard Nixon.

J. C. MORSE, executive vice president, Dan B. Miner Co., L. A., named to committee on research of American Assn. of Adv. Agencies.

JONES HAWLEY, national advertising department, *Valley Times*, North Hollywood, Calif., to BBDO, L. A., as account executive on Rexall Drug Co. account.

GRANT THUEMMEL, account executive, Simon & Smith, Portland, Ore., opens own agency, **THE GRANT THUEMMEL AGENCY**, located in Portland Trust Bldg., that city.

ROBERTS, MacAVINCHE & SENNE, Chicago, will move to new quarters at 75 E. Wacker Dr., Aug. 25.

SORENSEN & Co., Chicago, has moved to new quarters at 430 N. Michigan Ave.

MARSTELLER, GEBHARDT & REED, Chicago, has moved offices to 185 N. Wabash Ave.

TATHAM-LAIRD agency, Chicago, has moved to 64 E. Jackson Blvd. Telephone Harrison 7-3700.

HAL DAVIS, vice president of merchandising and promotion and director of Kenyon & Eckhardt, N. Y., father of girl, Marcy Ellen, Aug. 11.

YOU GET THAT PERSONAL-ITY TOUCH . . .

. . . PLUS . . . with WMAL's JIM GIBBONS

one of radio-TV's busiest and best loved personalities.* His "Town Clock," "Sports Roundup" and "Maryland U. Football Games" (play-by-play) on radio, plus "Sports Reel" and "Wash. Redskin Games," on TV, reap a legion of loyal fans. Small wonder his PERSONAL-ITY TOUCH is your Midas Touch to SALES!

* Approx. 30 hrs. per week (height of season) and four time winner TV Guide popularity poll.

Call or Wire
The KATZ AGENCY, Inc.
or WMAL Sales Department

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

tale of two

Observe the rooftop on the left.

It marks a *television* home, of which the U.S. now contains some *17,100,000* —each one located somewhere within range of a television station.

Represents quite an advertising market, doesn't it?

Look now at the rooftop on the right.

This marks a *radio-only* home, of which "Non-TV America" alone contains over *17,200,000*—each one located beyond range of any TV.

Represents quite an advertising market, doesn't it?

Yes, the plain fact is this: for every TV home in America, there's a radio-only home in the 45-state area of "Non-TV America"!

Mutual's Mister PLUS is perched on

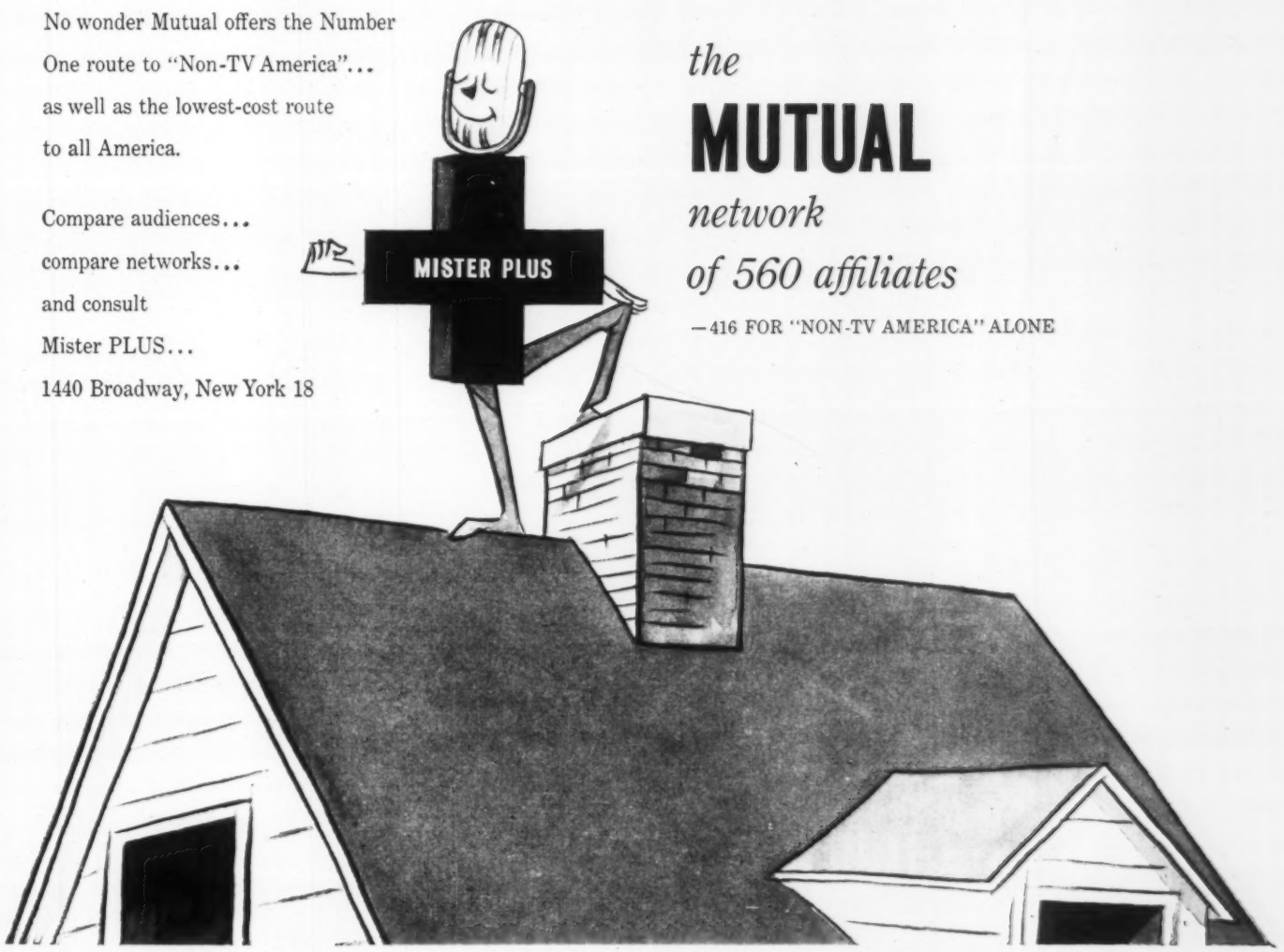
rooftops...

the righthand rooftop for a very simple reason. An independent, 1,000,000-interview research into actual listening throughout "Non-TV America" (Feb.-Mar.,'52) proves that Mutual dominates this entire market by 2 to 1 over any other network.

What's more, Mister PLUS earns this rooftop perch for his clients by another simple fact: Mutual serves "Non-TV America" with more stations than the three other networks combined.

No wonder Mutual offers the Number One route to "Non-TV America"... as well as the lowest-cost route to all America.

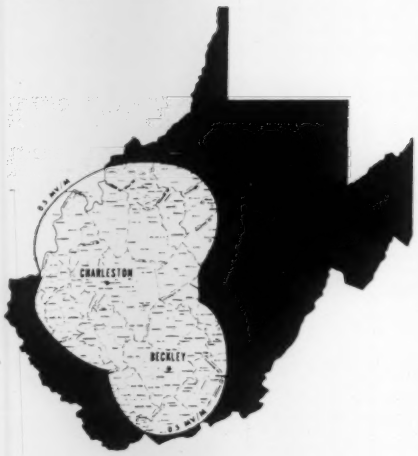
Compare audiences...
compare networks...
and consult
Mister PLUS...
1440 Broadway, New York 18



the
MUTUAL
network
of 560 affiliates
—416 FOR "NON-TV AMERICA" ALONE

one low rate "corners" this

great West Virginia Market



Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	$543,571,000
FOOD SALES	$111,735,000
GENERAL MERCHANDISE SALES	$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	$29,969,000
EFFECTIVE BUYING INCOME	$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER — Two power-packed stations to provide a double "knockout" punch . . with FM for good measure.

PROGRAMMING — The best in ABC and CBS network radio, plus a local flavoring of programming and news.

PROMOTION — Publishing monthly audience-building consumer magazines to help promote your program and product.

EXPERIENCE — Operated jointly and staffed by competent, capable personnel who live . . and love . . radio.

it costs less when you use "Personality"

WJLS
WJLS-FM
BECKLEY—560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA
WKNA-FM
CHARLESTON—950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED & CO.

new business

Spot • • •

MORTON BROS., Plainview, L. I. (real estate), planning extensive radio campaign to promote Morton Village, new home community at Plainview. Agency: Willian von Zehle & Co., N. Y. PETER J. McKENNA, vice president and director of agency's real estate division, is account executive.

J-A Corp., Chicago, which is introducing Lemon Quick with saturation radio-TV spot campaigns in Illinois, Indiana and Ohio, moves into Cleveland, Youngstown and Canton after Aug. 28. Next area in market-by-market national introduction is expected to be in South. Agency: Buchanan & Co., Chicago.

ARDEN FARMS Co., L. A. (dairy products), will sponsor charity game between Los Angeles Rams and Washington Redskins on KLAC Hollywood, KFAY Bakersfield, KRNO San Bernardino and KVEN Ventura, Aug. 21, 8:15 p.m. PDT. Agency: Allied Adv., L. A.

Network • • •

GENERAL FOODS Corp., N. Y. (Log Cabin syrup), will sponsor Kenneth Banghart in five minute news report Thurs., 8:25-30 p.m. effective Aug. 28, on NBC radio. Program titled *Log Cabin News* will follow *Roy Rogers* and precede *Father Knows Best*, both shows sponsored by General Foods. Agency: Benton & Bowles, N. Y.

O-CEDAR Corp., Chicago (O-Cedar mops and Dri-Glo polish), will sponsor first quarter hour of Don McNeill's *Breakfast Club* Mon. through Fri., 9-10 a.m. on ABC radio for 52 weeks, effective Sept. 8. Agency: Turner Adv., Chicago.

GENERAL ELECTRIC Co., Bridgeport, will sponsor Joan Davis with Jim Backus in comedy situation film show called *I Married Joanie* starting Wed., Oct. 8, 8-8:30 p.m., NBC-TV. Agency: Young & Rubicam, N. Y. *Cavalcade of America*, originally scheduled to start at that time on alternate weeks, will move up to 8:30-9 p.m. through BBDO, N. Y.

PROCTER & GAMBLE, Cincinnati (Ivory Flakes), will sponsor *One Man's Family* alternate weeks on NBC-TV, Sat., 7:30-8 p.m., effective Sept. 13. Agency: Compton Adv., N. Y.

Agency Appointments • • •

RESORT AIRLINES Inc., N. Y., appoints Robert W. Orr & Assoc., that city.

ICE CAPADES (skating troupe) appoints Irwin Co., Beverly Hills, to handle advertising for New York appearance. Radio-TV is being used.

CHALLENGE CREAM & BUTTER Assn., L. A. (dairy products), appoints Davis & Co., that city. Radio-TV will be used. ROSS SAWYER is account executive.

AUSTIN MOTORS Co., appoints Hewitt, Ogilvy, Benson & Mather, N. Y., for advertising in U. S. effective Sept. 1.

ADOLPH'S FOOD PRODUCTS, Burbank, Calif. (seasoned & non-seasoned meat tenderizers, salt substitute), appoints Erwin, Wasey & Co., L. A.

BISHOP, McCORMICK & BISHOP, N. Y. (Dodge car and truck dealer), names Grant Adv., that city. WILLIAM E. JOHN Jr., supervisor on Dodge national account, will be account executive.

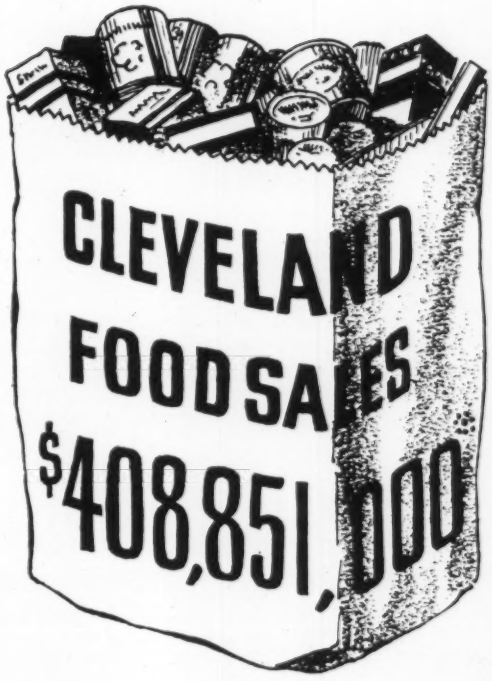
Adpeople • • •

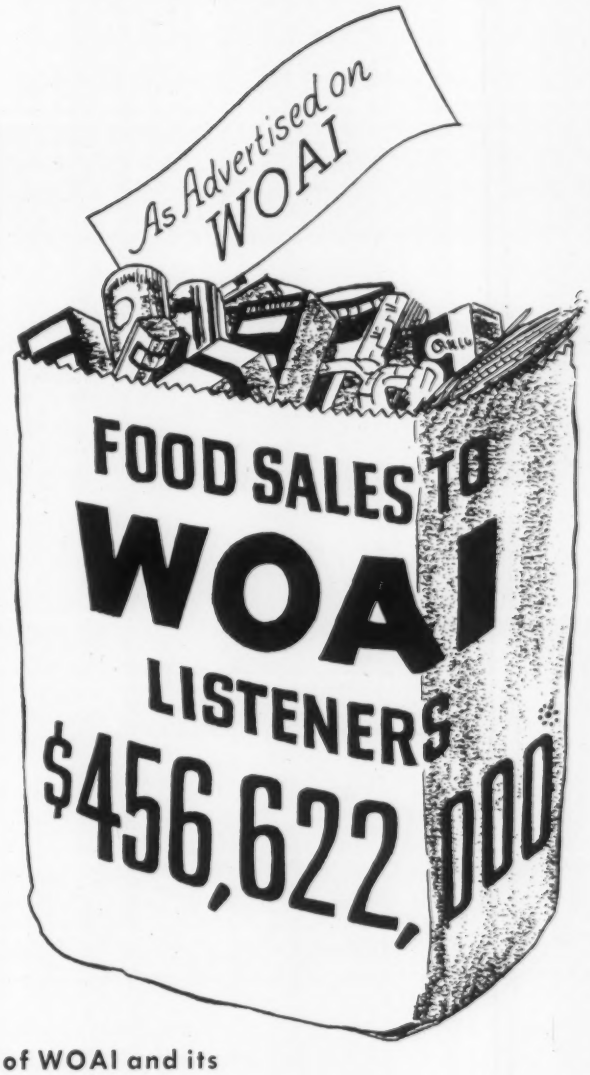
LARRY KRAFT, creative director, Elwood J. Robinson & Co., L. A., to Paper-Mate Pen Co. Inc., Culver City, as vice-president in charge of advertising.

LeROY SPENCER, executive vice-president, Packard Motor Car Co., Detroit, resigned office to become West Coast manager, with headquarters in Los Angeles.

GRANT BUTLER, Boston radio-TV producer, to Richfield Oil Corp., L. A., as assistant to merchandising manager.

TED GARON, associated with Pacific Hotel Publications, to Sinclair Paint Co., L. A., as advertising manager.





We're proud of WOAI and its vast audience. We know Cleveland is one of America's greatest cities. Folks around here buy products advertised on WOAI. They buy more food than is sold in Cleveland, Ohio.

OUR POINT IS —

WOAI serves one of the nation's LEADING MARKETS

AND —

WOAI is its MOST POWERFUL advertising influence!

BUY WOAI!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC
TQN

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

*Copr. 1951 Sales Management Survey of Buying Power; further reproduction not licensed.

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM

Represented by NBC Spot Sales

feature of the week

RADIO is playing an important part in the public relations program of northwest Wisconsin.

The Wisconsin Indian Head Country Inc., a non-profit tourist association boasting 1,300 members, has used a summer series of programs for the past five years.

"One of the basic requirements in building more support for the recreation industry," explained Fred Kluhsman, executive secretary of the association, "is the education of the residents of the area in the work of tourist promotion and the value of tourist trade to the economy of the area."

Mr. Kluhsman contacted five radio stations in northwest Wisconsin five years ago in a move to obtain public service time to supplement news releases carried in 56 area newspapers.

The stations offered 15 minutes weekly. The association has used this time to publicize fishing news, points of interest and commentary on the value of the tourist trade to Indian Head Country.

Summer series of 20 programs is taped in Eau Claire, Wis., then mailed to the five stations which blanket northwest Wisconsin and cover several Minnesota counties.

What is the cost of reaching 16,000 listeners weekly during the summer? Mr. Kluhsman is happy to report the coverage costs only "about 25 hours of office time and less than $100 for postage and tapes."

Stations carrying the series of *Indian Head Reports* were listed as WEAU-AM-FM Eau Claire, WJMC-AM-FM Rice Lake, WLDY Ladysmith and WATW Ashland, all Wisconsin, and WEBC-AM-FM Duluth, Minn.

strictly business

A STRONG stand against negative salesmanship and for the positive future of radio is espoused by Robert M. Flanigan, manager of National Radio Spot Sales at NBC Chicago. Mr. Flanigan, who decries the "negative knocking" by radio's competitors for the advertising dollar, believes in "standing on what we have to offer."

As for radio generally, "It is in a state of flux, but will work out its problems. Continually undersold, it's still the greatest mass medium. It's future will be interesting—and positive." He sees many changes for the better, in all phases of the industry.

Mr. Flanigan's faith is supreme, despite his rugged competition. He competes not only in the nation's strongest TV markets, but also with hard-hitting radio operations in the six cities where NBC has O & O outlets. Two plusses he favors, however, are the swing of many advertisers who do not require product demonstration from TV to radio, and the emphasis stations are giving increasingly to merchandising, particularly in food and drug lines, to spot clients.

Many of his thinking processes as applied to broadcasting stem from his legal training. After graduation from the U. of Iowa, he began work there on a law degree before returning to Chicago, his family home most of the time since his boyhood days in Aberdeen, S. D. Back in Chicago, Bob

Mr. FLANIGAN

Flanigan planned to complete his legal studies at Northwestern U., where he worked for his fraternity, Delta Tau Delta, as a frosh tutor for $25 a month and room and board. He instructed at N. U. on the fine points of torts for two years until getting his jurisprudence degree in 1935.

After graduation, he was disgruntled to learn spanking—new attorneys were getting only $8 per week, whereas a strangely foreign field—radio—offered a princely $18. He argued and won the case for radio, going to work for World

(Continued on page 44)

It's Coverage that Counts!

Gulliver was a great legendary figure who knew the power of coverage. Here he is shown in the Land of Lilliput. He is the giant who covers the land, just as WBRE is the Gulliver of the "earway" here in this Pennsylvania manufacturing-mining area on the beautiful Susquehanna River. You don't need Seven League Boots to reach this 400,000 populated market. All you need is to call us and WBRE will deliver your message . . . promptly . . . profitably.

Headley-Reed, Representative

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .

YOU NEED THE FETZER STATIONS TO SET RECORDS IN WESTERN MICHIGAN!

If you want to "hike" your sales in Western Michigan, sign up *now* with the Fetzer Stations—WKZO-WJEF in radio, WKZO-TV in television.

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, a CBS combination, deliver about 57% more city listeners than the next-best two-station choice in these cities. The 1949 BMB Report shows tremendous rural circulation, too—a 46.7% increase over 1946 in unduplicated daytime audience . . . a 52.9% increase at night! In the Grand Rapids area alone, this amounts to an unduplicated coverage of 60,000 homes, day and night. Best of all, *WKZO-WJEF cost 20% less than the two next-best stations in Kalamazoo and Grand Rapids!*

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. The 28-county Videodex Diary Study for April, 1952, using BMB techniques, proves that *WKZO-TV delivers 91.7% more Western Michigan and Northern Indiana television homes than Station "B"!*

Ask your Avery-Knodel man for all the facts—or write direct.

**Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

open mike

Reunions

EDITOR:

Many thanks for the excellent story of yours truly. . . .

I want you to know that I have received many, many calls from friends whom I haven't seen in a long time. The story was also responsible for a very pleasant reunion with an old Army buddy I haven't seen in six years. . . .

Robert Brenner
Radio-Television Director
Lewin, William & Saylor
New York

* * *

Joseph P. Ernst

EDITOR:

Because of the seriousness of the situation, we will come directly to the reason for our writing. We have discovered what we fear may be the cause of final disaster to the radio industry. We are not speaking of any other advertising or entertainment medium, but of a startling danger that exists within the industry itself. . . .

Motived by mere curiosity, we were scanning the Yearbook for 1952 when we, by chance, opened it to the section listing the stations of the state of Wyoming. This page reveals the jeopardy. It is found in the person of one Joseph P. Ernst. Under Riverton, KWRL, 1450, 250 we find ". . . . Joseph P. Ernst, p, g&cm, pd, pmm, ce, n, f, s, and wd." We shudder to think of our positions if the secret of Joseph P. Ernst is ever unleashed. To what avail the talent and training of a writer, announcer, salesman, engineer or any other. "I'm sorry; we have no openings at present. You know we have a Joseph P. Ernst on our staff." . . .

Gentlemen, the secret of Joseph P. Ernst must never be allowed to filter into the ranks. Our very security is at stake. And yours. For with Joseph P. Ernst at the helm, what need for a magazine telling of the industry's activities? We must formulate a forward looking program to overcome this threatening disaster.

The Staff
WJON St. Cloud, Minn.

* * *

All's Wells

EDITOR:

. . . On page 10 of your Aug. 4 issue there was this item, "Albert A. Sommer, vice president and manager of McCann - Erickson, Cleveland, appointed head of Chicago office." That's not true. Mr. Sommer has been transferred to the Chicago office as a member of the Advisory Committee. Sidney A. Wells, vice president, is still manager of the Chicago office. . . .

Frank LaClave
McCann-Erickson
New York

* * *

Simulcast Revival?

EDITOR:

The future of simulcasts between radio and television is brighter than we think. It will help each medium—it will popularize the dragging radio shows and is one answer to the problem of decreased radio sets in use. It is sound economy.

Harold Hough
Director
WBAP-AM-FM-TV
Fort Worth, Tex.

* * *

Old Subscriber

EDITOR:

[I was] thinking about how long I have been a subscriber to your wonderful magazine, and durned if I don't find out it's been 25 years as of last April.

You can check this if you want to go to the trouble, but I think I'm entitled to a 25-year medal. Make it gold and send it immediately. . . .

R. A. Dunlea
President
WMFD Wilmington, N. C.

[EDITOR'S NOTE: Faithful subscriber Dunlea will have to wait for his medal. B•T has been publishing not quite 2 years.]

* * *

Invaluable

EDITOR:

I would like you to know that BROADCASTING • TELECASTING has been invaluable to us in keeping up with the fast-moving development of the industry. Your issue [April 14] carrying the final allocation plan was a monumental job and a great service to the industry.

Daniel W. Kops
V. P. & Gen. Mgr.
WAVZ New Haven

* * *

King Kong Rings Gong

EDITOR:

. . . As an experiment similar to that outlined in your July 28 article [in which Terry Turner, exploitation director of RKO Radio Pictures, described success of broadcast advertising for "King Kong"], theatres in this area showing "King Kong" bought an extensive 167-spot-in-nine-days schedule on KGO and KGO-TV. . . .

"The results have been wonderful," writes Bill Blake, RKO Golden

(Continued on page 70)

"Are you looking for markets prolific?
Here is one that should certainly rate.
Get the figures and facts specific*
In the 7th New England State."

WTAG
AND WTAG-FM BASIC CBS

WORCESTER, MASS.
Represented by Raymer

*FACT NO. 1
WTAG—tops them all in the 3rd largest market in New England.

This is Milwaukee... where WTMJ dominates

and here's why:

Visitors know Milwaukee as a nice place to live . . . a city of parks, **and** a city where one radio station stands out from all others—WTMJ. For example:

LISTENERSHIP—Year in, year out, more people in Milwaukee and Wisconsin listen to WTMJ than any other station.

COVERAGE—Primary coverage alone blankets 628,916 of Wisconsin's total of 968,253 radio homes.

ADVERTISING—More national, regional and local advertisers spend more radio dollars on WTMJ than any other local station.

SERVICE—30 years of intense local programming, radio news reporting, NBC shows and public service.

FACTS—Your Henry I. Christal representative has all the facts and figures you need. Call him.

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

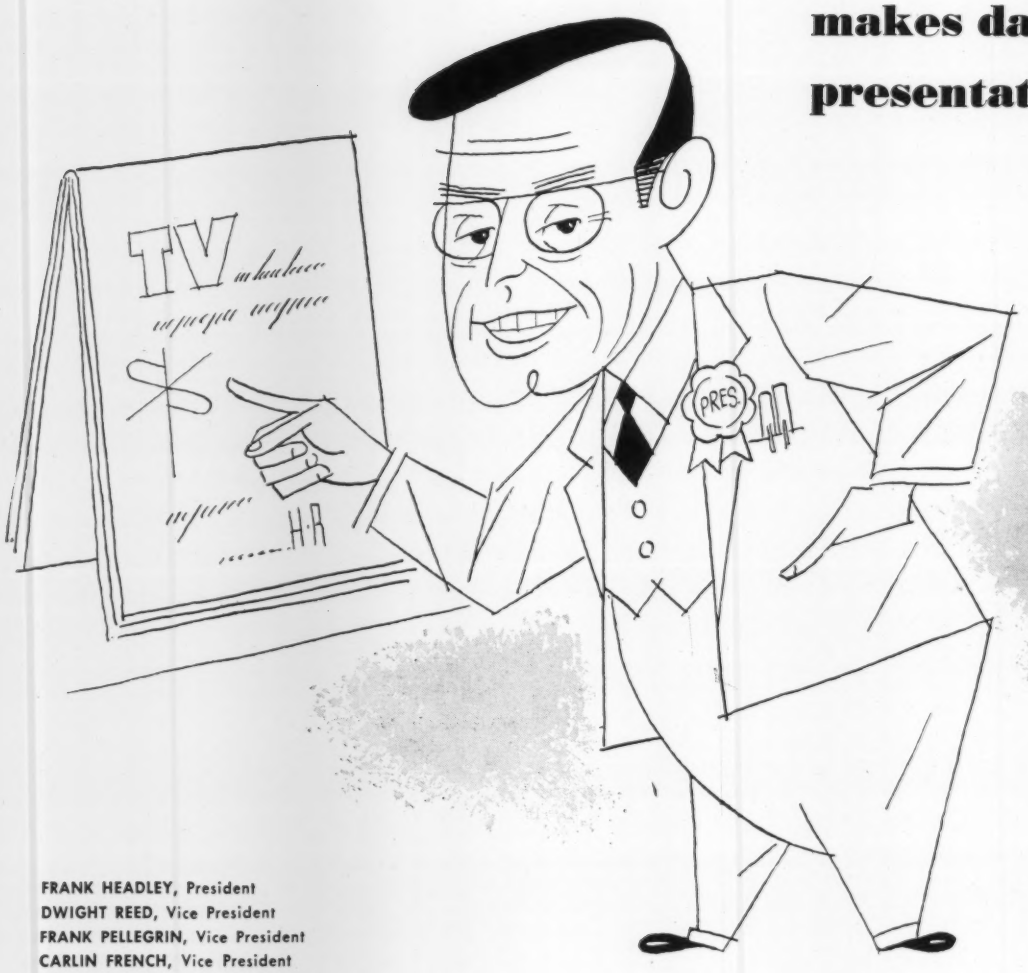
5,000 WATTS • 620 KC • NBC

Represented by

THE HENRY I. CHRISTAL CO.

New York • Chicago

even the president makes daily sales presentations...



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
REPRESENTATIVES, INC.

405 Lexington Ave., New York 17, N.Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Ill.
RA ndolph 6-6431

And on the West Coast:

6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480
Harold Lindley, *Vice President*

110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407
James Alspaugh, *Manager*

Yessir, the president of H-R Representatives is out pounding the pavements everyday for the stations on the H-R List. And so are the vice-presidents, the secretary and the treasurer.

H-R Representatives was founded on the premise that you must send a MAN to do a MAN'S work if you want to give the very best in AM and TV representation.

That policy is not only true of every working-owner of the company, but it is projected in every sales employee on the staff. Every H-R man on the street is a mature, sales-seasoned veteran who has the savvy and the know-how to present the sales story of its member stations most effectively and most resultfully . . . a man who does a man's work!

BROADCASTING

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RIVAL NETWORKS' CUTS

Seen in Wake of CBS Radio Trim

By RUFUS CRATER

THE SHAPE of radio network time costs for the future was molded last week, with the other networks expected to devise new structures matching the approximately 25% nighttime cut—via additional discounts—approved by CBS Radio and its affiliates.

Evolved by a committee of affiliates after extensive sessions with network officials, and given an "overwhelming" vote of approval at the meeting of approximately 110 affiliates in Chicago on Tuesday, the plan is slated to become effective Aug. 25.

The adoption of the plan hinged on its formal acceptance by 85% of the CBS Radio affiliates in the continental U.S. that receive network compensation.

At mid-afternoon Friday Frank Stanton, CBS president, told BROADCASTING • TELECASTING that 85.2% had signed. The overwhelming acceptance, he said, was a "remarkable demonstration" of network-affiliate unity.

The alternative, station officials said after the meeting, would be a straight 35% cut in nighttime rates by the network.

Instead of that, leaders of the affiliates committee estimated that they had accomplished "80 or 90%" of the mandate handed them when the stations first convened to study the rate crisis in July [B•T, July 7].

'Deals' Out for Good

Apart from the increased discounts to nighttime advertisers, they yielded to a 15% cut in compensation from the network, but won (effective Feb. 25, assuming the plan is effectuated Aug. 25) a restoration of last year's 10% rate cut, so far as Monday-through-Friday daytime programs are concerned, accompanied by a 5.5% increase in what they themselves are paid for carrying programs in these periods; were assured that the network's card rates won't be cut for at least a year and that "deals" are out for good, and won network agreement to de-emphasize ratings as a principal selling tool and to underwrite a qualitative study of radio listening and radio's sales effectiveness.

There appeared no doubt that the other networks would follow suit with comparable plans of their own devising.

Others Watching

An NBC official, referring obviously to NBC's abortive prior attempts to reduce rates, noted that "we have been studying our own rates for a year and a half" and, in the face of the CBS Radio move, probably will have an announcement to make about them "soon."

An ABC spokesman described that network's position in words that seemed applicable to all:

"We regret that CBS has seen fit to lower rates. ABC will reexamine its rates in the light of that action. Advertisers on ABC will not be at a competitive disadvantage."

Mutual had no immediate comment, but it was recalled that like the other networks it, too, "met the competition" when CBS Radio led the way with its 1951 reduction of approximately 10%. Mutual and ABC did it that time by a procedure comparable to CBS Radio's approach to this one—by revising discount structures.

* * *

CBS EXECUTIVES and affiliates chatting here include (l to r) Kenyon Brown, president, KWFT Wichita Falls, Tex.; Frank Stanton, CBS president; John E. Fetzer, president-general manager, WJEF Grand Rapids, who presided, and Adrian Murphy, president, CBS Radio.

John Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, who presided over the Chicago meeting in the absence of Chairman George Storer of Storer Broadcasting Co., who was struck with a deafness the day before the meeting, described the plan and its expected results as follows:

"These changes re-balance the night and day values of the radio medium. They also simplify the cost structure for network advertisers.

"Under the proposed plan, revised discounts will permit most nighttime advertisers to enjoy cost reductions averaging about 25%. Daytime charges for Monday-through-Friday advertisers will be increased in most cases by about 5%.

Mr. Fetzer's reference to an approximately 5% increase in advertisers' costs on daytime programs Monday through Friday, as against an 11.1% increase in the card rate for these hours, presumably means the network will absorb, via discounts, the difference between the 5.5% increase in station compensation and the 11.1% increase in rates.

"The majority of the commit-

(Continued on page 28)

RATE 'SEAL' URGED

NARTB to Discuss

By J. FRANK BEATTY

ADOPTION of an "NARTB Guaranteed Rate Card Seal" was proposed last week by Todd Storz, general manager of KOWH Omaha, to curb the "widespread practice of rate cutting."

On the eve of the annual series of NARTB district meetings, starting today (Monday) in Cleveland [B•T, Aug. 11], the association was offered this chance to attack special deals and deviation from published rates.

If NARTB feels it isn't practicable to undertake the seal project, Mr. Storz said he would undertake to form an industry group outside the association to initiate and administer the plan.

The plan was submitted at the same time CBS was agreeing with its affiliates to cease rate-cutting for a year.

Though rate-cutting doesn't have a formal place on the agendas of the 17 NARTB district meetings, it was obvious that the subject will join television's impact in dominating the panel discussions.

No NARTB Comment

NARTB headquarters would not comment officially on the Storz plan for an NARTB seal other than to explain that President Harold E. Fellows was in touch with Mr. Storz.

President Fellows will find himself in the middle of a rate-cutting discussion at today's opening session in Cleveland. Robert T. Mason, WMRN Marion, Ohio, director for District 7 (Ohio, Ky.), will preside at the inaugural meeting and will introduce Mr. Fellows at 10 a.m.

That's where the rate-cutting problem is expected to draw broadcaster fire. Mr. Fellows will follow his 1951 district meeting policy by tackling industry problems and then inviting floor discussion. He has long been a staunch advocate of adherence to rate cards.

District 8 (Ind., Mich.) of NARTB meets Thursday-Friday at Mackinac Island, Mich., with Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., presiding as district director.

NARTB itself, it was explained

(Continued on page 65)

XUM

'OMNIBUS' SERIES

Ford Allows $2 Million

FORD Foundation's TV - Radio Workshop has authorized $2 million to underwrite its forthcoming 90-minute weekly television series, *Omnibus*, it was announced last Thursday by Robert Saudek, workshop director, at a New York news conference.

The program currently is being shown to advertising agencies and advertisers in an attempt to get commercial sponsorship by at least five multiple national advertisers for the program to be launched Nov. 9, 4:30-6 p.m. on CBS-TV. Should part of the show remain unsponsored, the workshop is prepared to underwrite the entire series 26 weeks, Mr. Saudek said.

Although the program was first offered to CBS-TV affiliated stations only last week for station clearance of 90 minutes, more than 20 stations already have agreed to take the program, Mr. Saudek revealed. Affiliated stations will be paid for the show on regular card rates.

Price of the show to one of the five advertisers will be $13,000. Advertisers will buy the program in the regular manner, paying for both time and talent.

'Showcasing' Programs

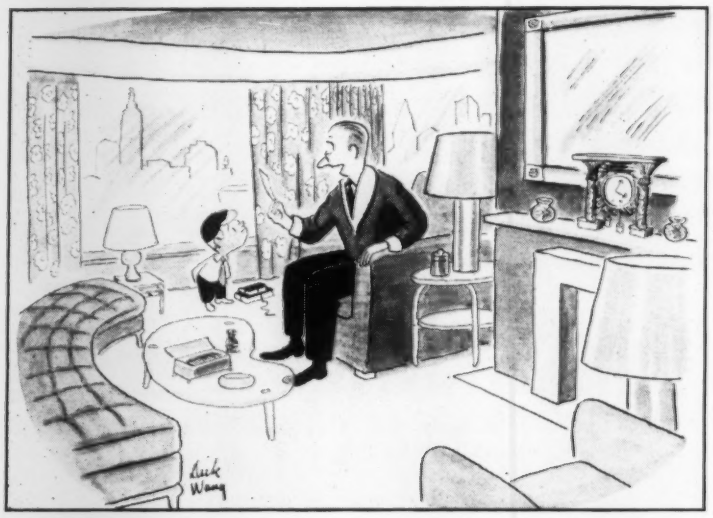
The program is composed of about five features in each program, with segments running from five to 43 minutes—the extent of the act without any quarter-hour break. Many of the items presented in *Omnibus* will be in the nature of "showcasing" programs that eventually may find their own places in network schedules.

The talent on the program is professional with accent on entertainment. Hubbell Robinson, vice president for programs, CBS Television, described the show as a special kind of variety show which will appeal to the mind but will have its light moments.

The TV-Radio Workshop was established in September 1951 on the recommendation of James Webb Young, then consultant on mass communications to the Ford Foundation, as the first major implementation of a trustees' mandate that "the Foundation will support activities directed toward the effective use of mass media for nonacademic education and for better utilization of leisure time for all age groups."

Kordol Names Rader

KORDOL Corp. of America, New York, has named Kenneth Rader Co., that city, to handle advertising for its Kordolin proprietary medicine. Spot radio will be used in major Eastern markets, with definite schedules to be announced later.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Better hustle with these studies . . . and not depend on a quiz program when you grow up like I did."

MBS RADIO

Strips Other Networks In Non-TV Areas—Ward

MUTUAL, with more stations serving the country's non-TV area than the three other major networks combined, also leads in share of audience among the 17 million radio homes located outside the reach of TV stations, according to a special survey conducted by J. A. Ward Inc. for MBS early this year.

Substantiating this finding, a repeat study of the 1950 "Hometown America" survey, covering those 329 markets in which MBS had the only network outlet, made in February-March 1952 concurrently with the Ward survey, shows an 11% increase in MBS audiences in the two-year period.

Results of the two surveys, soon to be published in a 75-page statistical report, "Radio Listening Throughout Non - TV America," were outlined by Richard J. Puff, MBS director of research, at a Thursday morning news conference at the network's New York headquarters. He pointed out the number of radio homes in the non-TV areas of the country just about matches the number of TV homes in communities where video program service is available.

Covering 86% of the nation's land area and including 60 million people and 39.6% of the U. S. radio homes, the non-TV area has 795 network stations in 531 communities, Mr. Puff reported. Mutual, he said, has local outlets in 416 of these cities, "more outlets than the other three major outlets put together."

The Ward survey, a coincidental telephone job including more than a million interviews in 151 markets outside the reach of TV stations at a cost of $125,000, was underwritten jointly by the Mutual network and more than 100 of its affiliated stations, who will receive individual reports of their own coverage areas, Mr. Puff said. Made over a four-week span, the survey generally measured listening between 9 a.m. and 10 p.m. weekdays, and noon and 11 p.m. Saturdays and Sundays, he said.

SUMMER RADIO

Gottlieb Cites Value

CBS Radio's summer programming is designed to reach "mobile" audiences, Lester Gottlieb, vice president in charge of network programs, declared Friday in an interview on the network's *You and the World* program.

"People are on the move in the summer," he said. "They are in cars, they are on beaches, they are in picnic grounds, they are out relaxing. And we have a hunch that radio should more or less serve them as an entertainment guide while they are on the move, and we know that radio is the one mobile entertainment operation."

Unlike TV, he continued, many people take portable radio sets with them when they travel: "We know for a fact that there are more portable radio sets this year than ever in the history of the radio business. We know that there are some 25 million car radios—and they are in use—and we feel that we should bring them the type of program and service in radio appropriate for this type of radio communication."

Music is the nucleus of this type of programming, he said, with added features that are not strictly entertainment but provide listeners with information and service. He cited reports on traffic conditions, weather information, national news and baseball scores as features of the network's *On a Sunday Afternoon* program which tie in with the theory of programming a network as if it were one big local station.

KOIN, KJR SALES

Seven Others Also Approved

SALE of Marshall Field's KOIN-AM-FM Portland, Ore., and KJR Seattle to new ownership for $1.5 million [B•T, July 14] was approved by the FCC last week.

The Commission also approved seven other transfers of ownership or of control, including the protested sale of WRJN-AM-FM Racine, Wis., from Harry R. LePoidevin and the estate of the late Frank R. Starbuck to the Journal-Times Co., that city, for $157,600 [B•T, June 23]. For details of other approvals, see FCC ROUNDUP, page 103.

New owners of KOIN and KJR stations are Ralph E. Stolkin, Chicago oilman and principal in National Video Corp., cathode ray tube manufacturer; Edward G. Burke Jr., San Antonio oilman; C. Howard Lane, vice president of Field Enterprises; Ted R. Gamble, Portland theatre operator, and Sherrill G. Corwin, Los Angeles theatre owner.

Mr. Gamble has financial interests in KLZ Denver and KCMJ Palm Springs, Calif. Messrs. Stolkin, Burke and Corwin are associated with Clem Randau in the operation of KXOB Stockton, Calif., which they bought recently from Lincoln Dellar for $200,000 [B•T, July 14].

Mr. Lane also holds an interest in KFBI Wichita. He will make his headquarters in Portland.

KOIN's license will be held by Mount Hood Radio & Television Broadcasting Corp.; KJR's by Mount Rainier Radio & Television Broadcasting Corp. Minor interests in KOIN will be held by Harry H. Buckendahl, vice president and general manager, and Ted Cooke, program director. Minor ownership in KJR will be held by J. Archie Morton, vice president and general manager. All continue in their present positions.

KOIN is a CBS affiliate on 970 kc with 5 kw. KJR is an ABC outlet on 950 kc with 5 kw.

Sales will be consummated Aug. 22 for KOIN and Aug. 23 for KJR.

Protest against the sale of WRJN Racine to newspaper ownership was made by WRAC of the same city. WRAC charged FCC approval would conduce to monopoly [B•T, July 28]. In reply, WRJN asked FCC to dismiss the protest as coming from a "disgruntled competitor" [AT DEADLINE, Aug. 4].

Berg to West Coast

TRANSFER of Lee Berg, staff script writer for the Frederic W. Ziv Co., to the Hollywood headquarters of the company from its New York offices was announced Wednesday by Herbert Gordon, Ziv vice president in charge of production. Mr. Berg will begin work immediately on the coast on the new Ziv radio program, *Freedom, U.S.A.* [B•T, July 4].

SPOT BUYS

Electrolux Among Dozen Planning

By FLORENCE SMALL

SPOT radio and TV looms potentially larger than ever with disclosure last week that a least a dozen more major advertisers are currently known to be planning or are actively preparing fall schedules in radio and television.

This was pointed up in a check by BROADCASTING • TELECASTING which revealed the following activity:

Electrolux Corp. of Old Greenwich, Conn. (Electrolux vacuum cleaners), which has never advertised before, will use 10 radio spot announcements per week in about 102 radio markets starting Oct. 1. BBDO, New York, is placing the eight-week contracts.

Craftsman Billfolds, New York, will counter with what probably is a television "first" by taking a series of station identification spots on election night in cities from coast-to-coast. It is believed that this will be the first time that a sponsor has used TV station identifications on a one-night coast-to-coast basis as a tie-in with special events programming. Lewin, Williams & Saylor, New York, is the agency.

Anahist Co., Yonkers, New York, through Ted Bates Inc., New York, will start its radio schedule Oct. 15, using 5-, 10- and 15-minute shows in from 150 to 175 markets.

B. T. Babbitt Co., New York (Glim detergent), will begin a radio spot campaign for 13 weeks in 30 markets effective Aug. 29. Harry B. Cohen, New York, is the agency.

Nabisco Schedule Readied

National Biscuit Co. (Nabisco) is preparing a 20-second TV spot campaign for all its products in all TV markets, effective Sept. 1 for 52 weeks. In addition, the company for its Milkbone dog food preparation will use ten radio markets, regional, West Coast and New England, in a 17-week campaign. McCann-Erickson, New York, is the agency.

Lydia Pinkham launches its spot schedule in 150 radio markets today (Monday) to run through November and to resume again in January. Harry B. Cohen is the agency.

A. S. Harrison Co., South Norwalk, Conn., for its Preen floor wax, will inaugurate on Sept. 8 a TV series of announcements in 20 major cities. Contracts vary from 13 to 39 weeks. Calkins & Holden, Carlock, McClinton & Smith, New York, is the agency.

Chattanooga Medicine Co., Chattanooga, Tenn. (Black Draught), will be purchasing the largest list of radio availabilities in its advertising history, 140 markets, effective Sept. 8 for 39 weeks. Harry B. Cohen is the agency.

Dormin Inc., New York (sleeping tablets), through Dowd, Redfield & Johnstone, that city, will be starting 13 and 26-week campaigns early in September in 10 markets.

Grove Labs., St. Louis, through Harry B. Cohen, effective Sept. 29, will enter 200 radio and approximately 15 TV markets for a 22-week campaign.

Flex-Let Corp., New York (wristwatch bands), through Ben Sackheim, also New York, is planning to use station identification spots of eight and 20 seconds in about 31 markets, effective Sept. 22. This marks the third year in TV spot advertising for the client but a tremendous increase in coverage this year over the previous campaign.

Seeman Brothers, for its new product Nylast, a detergent and nylon strengthener, is considering a TV spot schedule to introduce the product. William H. Weintraub Co., New York, is the agency.

In commenting on the roseate tone of the spot picture, Mr. T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, told BROADCASTING • TELECASTING that "when you look for the causes of this healthy, continuing, growing trend in spot radio you will probably find that the best reason for its continuous growth is that advertising appropriations are growing. . . . The pie is bigger and national spot is getting more than its share of the added billings," he said.

Mr. Flanagan continued: "When it dawned upon agency planners that you could get more saturation by the use of national spot advertising than from any other combination, and that saturation has become so necessary to meet the great production volume of industry, it is not surprising that national spot is growing.

"The television business," he said, "is marked by a decided movement toward placing programs on a spot basis. The trend is made possible by putting programs on film, and the result is lower cost for time and a better time schedule, with consequent larger audiences.

"It is not beyond the bounds of possibility," Mr. Flanagan concluded, "that this trend in spot programs on television will be matched with a similar trend in spot radio made possible by taped programs."

LEIBMANN SETS

'Miss Rheingold' Spot Drive

LEIBMANN Breweries, New York, maker of Rheingold beer, will launch its annual radio and TV plans for the election of "Miss Rheingold of 1953" during the last week in August.

In radio the firm will use 184 spots a week on seven New York stations. The spots—minute and half-minute—tell the Rheingold story in a variety of ways, mostly featuring the jingle, "My Beer Is Rheingold, the Dry Beer. . . ." In addition, spot radio schedules are slated on Connecticut, New Hampshire, New Jersey and New York state stations. Supplementing the spot schedule, the firm continues to sponsor Jinx Falkenburg twice a week on WNBC New York; Guy Lombardo, Monday through Friday on WNBC during the summer, and the *Ralph Cooper Show*, Monday through Saturday on WOV New York.

In television the beer firm sponsors a mystery-adventure on WNBT (TV) New York (Wed., 10:30-11 p.m.). And starting in September, there is to be a heavy 30-second spot schedule on leading New York TV stations. In addition, special five-minute television films on the Miss Rheingold election are planned. Foote, Cone & Belding, New York, is agency.

AUTO RADIOS

Pulse Study Sees 35 Million

SOME 27,425,000 automobiles in the U. S. presently are equipped with radios and this figure can jump as high as 35 million within the next few years.

Those are two of the major conclusions highlighting the first study of national automobile radio ownership and listening made by the Broadcast Advertising Bureau and issued in booklet form last week under the title, "Listeners on Wheels—First National Survey" [B•T, Aug. 4].

Significance of radio ownership and listening also was pointed up by the discovery that radio listening in cars is approximately one-third to a half again what it is in the home and that car radios are in use all hours of the day and every day of the week.

The 13-page booklet, illustrated with photographs, maps and charts, is a follow-up to an "Interim Report" on the subject issued by BAB in June [B•T, July 7]. It was financed by BAB and conducted by The Pulse Inc. in more than 250 locations in 65 areas throughout the country. To gather data on radio listening habits, Pulse interviewed some 105,450 automobile drivers — 74,362 in radio-equipped cars and 31,088 in "radio-less" cars.

The report noted that all previous reports were "fragmentary" and did not present an accurate picture. The findings of the survey, BAB said, reflect interviews by Pulse during the March 10-23 period.

The 27,425,000 automobiles equipped with radios represent 70.5% of all cars in the U. S., the survey showed. But in the post-war years, some 92.4% of new automobiles have radios and it is reasonable to believe approximately 90% of automobiles in the next few years will be so equipped, the report continued.

Northwest Auto-Radio Leader

Pulse learned that automobile radio ownership is highest in the Northwest (75.1%) and in the central sections of the country (72.2%). But the West Coast and Rocky Mountain section did not lag far behind (70.6%), according to the report. The Middle Atlantic, Southern and South Central states, although trailing the others, chalked up a respectable 63.9%.

Automobile radio ownership was found to be highest in large cities and lowest in rural areas. For instance, in metropolitan districts with two million or more population the figure was 78.1%, while in metropolitan districts with 150,000 to 200,000 the number stood at 74.1%. Figure for "other urban markets" was 70.4% and for rural areas, 59.8%

Of special interest to advertisers are figures compiled for sets-in-use information for various hours of the day, both during the week and on the weekend. In the Monday-through-Friday tabulation, the survey showed listening in automobiles reached a peak of 41.5% at 7 a.m. and tapered down gradually to 28.8% at 10 a.m. From that time, it rose, with occasional dips, to 37.9% at 8 p.m., the latest hour for which the survey was made.

Saturday auto listening was at its highest at 7:30 a.m. (45.0%) and reached a low of 28.5% at 11 a.m., with the figure slowly rising to 32.7% at 7:30 p.m. Figures for Sunday showed peak listening at 7:30 a.m., with the figure declining in late morning and early afternoon to a low of 23.5% at 1:30 p.m. and rising slowly to 41.0% by 8 p.m.

In a further exploration of the sets-in-use angle, Pulse found all sections of the country about equal with a uniformly high percentage of auto radios used. The West and Rocky Mountain regions led with 35.8%, followed in order by the South Central, South and Middle Atlantic (33.8%); the Northeast (32.5%), and the Middle West (32.4%).

Further data on the survey can be obtained from the Research Department, Broadcast Advertising Bureau Inc., 270 Park Ave., New York 17, N. Y.

XUM

ROCHESTER TEST

Listeners Outbuy Readers

RADIO listeners spent more money and bought more goods than newspaper readers in a series of tests conducted in Rochester, N. Y., by Advertising Research Bureau Inc., according to the city's Radio Broadcast Management Council.

Surveys sponsored by four local stations—WARC, WHAM, WRNY, WVET—reveal that radio drew more customers and sold more merchandise in three out of four store surveys, with a slight differential in the fourth store.

Newspaper advertisements were published in the jointly-owned Gannett dailies. WHEC, Gannett-owned, did not participate because of company policy. Stores participating were McFarlin's, leading men's wear store; Projansky's, women's apparel; Edward's Department Store, and Sears, Roebuck, household appliances. Each store spent the same sum for radio and newspaper advertising, the ads ranging in cost from $120 to $255.

Participating stores had 35.1% more traffic than would have been the case had they used only newspapers which produced only 29.5% of the traffic, the combined results show. Radio was responsible for 44.8% of the purchases of merchandise as against 43.8% for the newspapers. Per cent of dollar value of purchases gave radio 34.4% compared to only 27.5% for newspapers. Buyers attracted by both media were in the minority, supporting the theory that there is little duplication between radio and newspapers.

Jack Knabb, public relations counsel for the Rochester radio group, said:

Radio should not be used haphazardly but on the same frequency and continuity as any other medium. Quite definitely there are two groups of buyers, one of which can be reached only by radio. Retailers are losing customers by not using radio. They positively can get more customers, more sales and more value for their advertising dollar by implementing their newspaper advertising with radio on an equal basis.

Breakdown of combined results follows:

	% Traffic	% Dollar Value of Purchases
Radio	35.1	34.4
Newspaper	29.5	27.5
Both	11.9	14.9
Other	23.4	22.9
Total	99.9	99.7

Average Daily Per Cent of Traffic

Radio	35.8
Newspaper	29.2
Both	11.6
Other	23.2
Total	99.8

Average Per Cent of Traffic by Residence

	In City	Outside City	Unascertained
Radio	60.9	38.6	.375
Newspaper	61.8	37.2	1.
Both	67.5	31.3	1.4
Other	62.8	36.2	0.9

* * *

PROJANSKY'S

	Radio	Newspaper	Both	Other	Total
Traffic	55	38	15	37	145
% Traffic	37.9%	26.2%	10.4%	25.5%	100.0%
No. Purchasing Merchandise *	16	11	6	10	43
% Purchasing Merchandise *	29.1%	28.9%	40.0%	27.0%	29.7%
% Dollar Value of Purchases *	33.0%	20.8%	19.9%	26.3%	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY DAY					
Monday	24.2%	33.9%	14.5%	27.4%	100.0%
Tuesday	51.2	16.3	4.6	27.9	100.0%
Wednesday	45.0	25.0	10.0	20.0	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY RESIDENCE					
In City	60.0%	55.3%	66.7%	54.1%	57.9%
Outside City	40.0	42.1	33.3	45.9	41.4
Unascertained		2.6			0.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.

(Continued on page 61)

NARTB MEETING

Preliminary Plans Laid

ADVANCE arrangements for the 1953 NARTB convention to be held April 28-May 1 at the Biltmore Hotel, Los Angeles, were ratified Tuesday by a convention committee, headed by Clair R. McCollough, WGAL Lancaster, Pa. The committee reviewed plans made by Mr. McCollough and C. E. Arney Jr., secretary-treasurer, during a mid-July conference in Los Angeles.

Actual programming of the convention has not been undertaken, other than general discussion of policies. The business sessions start Wednesday, April 29 and continue through Friday afternoon. The Wednesday-Friday agenda is designed to give broadcasters a chance to take advantage of airline family rates.

Entertainment will be handled by Southern California Broadcasters Assn.

Attending the committee's meeting Tuesday besides Chairman McCollough were Calvin J. Smith, KFAC Los Angeles; Henry W. Slavick, WMC Memphis; Albert D. Johnson, KOY Phoenix, and Jack Harris, KPRC Houston. Representing NARTB were President Harold E. Fellows; Robert K. Richards, assistant to the president and public affairs director; Mr. Arney; William T. Stubblefield, station relations director, and other staff directors.

CD Matching Funds

MATCHING funds of $15 million have been allocated by the Federal Civil Defense Administration to the states for fiscal 1953, it was announced last week. States and territories can match the sum with another $15 million to buy attack warning and other communications equipment, medical supplies, etc. Provision also is made for training and public education through use of all media at the local levels. FCDA Administrator Millard Caldwell said matching funds "is one of the best means of increasing local civil defense operational readiness."

USSR SUPPORTS

Progressives on Dispute

THE CAUSE of the Progressive Party in its fight to compel U. S. radio stations to carry the acceptance speech of its Presidential candidate, Vincent Hallinan (see story, opposite page), was unofficially embraced by the Soviet Union a fortnight ago.

Monitored Soviet broadcasts in English to North America revealed that the USSR had taken up the cudgels for the party by making capital out of the Progressives' radio issue. Over 60 radio stations have agreed to air transcriptions on behalf of Mr. Hallinan.

The Soviet observed:

The Progressive Party continues to strive for opportunity to acquaint the American people with its program and candidates through . . . radio and television. So far broadcasting companies have refused to grant it time. A wave of protest against the violation by the radio and television companies of the federal law which provides that Presidential candidates should have equal publicity opportunities compelled the [FCC] to order (sic) the leading broadcasting stations to act in conformity with the law. These stations, however, continue to ignore the order. . . . Baldwin [C. B. Baldwin, secretary and manager of the party] said that in one city after another they found that either their scripts were not broadcast or the FCC's order had been simply ignored.

Phelan, Graham Named

THOMAS H. PHELAN, manager of radio technical operations for NBC and WNBC New York, and D. Gordon Graham, director of program production and public affairs for WCBS New York, have been elected chairman and vice chairman, respectively, of the Downstate Committee of the New York State Civil Defense Radio Committee.

LBS' McLENDON

Asks FCC Aid on Restrictions

GORDON McLENDON, president of Liberty Broadcasting System, which suspended operations several months ago, has called upon the FCC to aid revival of the network by requiring Western Union to relax restrictions on play-by-play accounts of baseball games and by preventing networks and stations from accepting any exclusive contracts for sports events.

Mr. McLendon made his requests in response to an invitation from the FCC to explain the reasons for Liberty's suspension.

Whether the Commission or its staff intends to pursue the matter could not be learned. Curtis B. Plummer, chief of the FCC's Broadcast Bureau, which normally would handle such matters, refused to say what, if any, action was contemplated.

On July 22 the FCC wrote a letter to Mr. McLendon saying, in part, ". . . Your cooperation would be appreciated in informing the Commission as to the reason for the suspension of Liberty's operation and as to any other factual data that you would care to furnish in connection with this matter."

On Aug. 9, Mr. McLendon replied. He said Liberty was "forced out of business by a conspiracy to restrain broadcasting within organized baseball." Some elements of the alleged conspiracy, he said, "may fall without the Commission's jurisdiction." But, he added, "it would seem to me that two points . . . are squarely within the province of the FCC."

Elaborates on Points

First, he said, is "the tariff by which the FCC permits Western Union, a common carrier, to contract with organized baseball, restricting its transmission of play-by-play accounts to those radio networks and/or stations complying with baseball's illegal restrictions upon broadcasting of games . . . . This tariff by which Western Union is permitted to restrict its service puts Western Union in a conspiracy with organized baseball and is against all principles of unrestricted service traditionally applying to common carriers."

Second, he said, is "the exclusive contracts for the broadcast of sporting events and special events now made and being made by many networks and stations with the promoters and so-called 'owners of the news.'"

Such contracts, he said, "operate in opposition to the Commission's announced policy of permitting no exclusive contract relating to dissemination of the news."

Mr. McLendon admitted the FCC had no jurisdiction over sports promoters or networks, though it could "regulate" networks through its jurisdiction over the networks'

(Continued on page 40)

POLITICAL DRIVES

Parties Weigh Strategy

By JOHN OSBON

THE ACCENT was on the positive in rival political camps last week as the Democrats and Republicans cleared their organizational decks and concentrated on strategy of pre-election campaigning.

All sights were set on Labor Day 1952, generally accepted as the kickoff date for the political drives that will wend through radio-TV land toward the White House.

A series of top-level discussions marked a week of activity in both parties, with strategists bearing down hard on actual campaign planning and the role of radio and television.

Most of the preparation was *sub rosa*, however, with both camps keeping their plans under wraps and preferring not to tip their hands—especially on broadcast time commitments. The real spade work was continuing in agency circles—at the Joseph Katz Co. for the Democrats and Kudner for the GOP. There was some activity, too, at the Senatorial and Congressional levels.

Actual Figure Not Set

One fact became significantly clear last week. Neither party is speaking in terms of a specific radio-TV advertising budget. Both factions made plain they propose to scrape up every available penny to buy time and are prepared to pay heavily for use of broadcast media, especially TV. The high cost of campaigning in this TV year is a subject of concern among party officials. But an outlay of $3 million by each party has been estimated in informed quarters. [B•T, Aug. 11, 4].

Weekend conferences on campaign planning were held with Gov. Adlai Stevenson, Democratic Presidential nominee, at his Springfield, Ill., headquarters. Specifics on radio-TV were to be aired, with Ken Fry, radio-TV director of the national committee, participating actively in discussions. Clayton Fritchey and David Bell, two Presidential assistants, flew back to Springfield with the Governor.

Stephen A. Mitchell took over as new national committee chairman, succeeding Frank E. McKinney (minority stockholder in WISH Indianapolis), who returns to private business. Mr. Mitchell, who conferred with President Truman last week, said details of radio-TV timebuying were being worked out in Springfield. The Campaign Advisory Committee was to convene this past weekend with Mr. Mitchell slated to attend.

His response was in answer to a newsman's query whether the national committee had bought time for speeches by the President in Milwaukee and Gov. Stevenson in Detroit on Labor Day. Details of Mr. Truman's role in the campaign had not crystalized last week, though he did say he was at the disposal of the committee for speeches. Mr. Mitchell resigned as chief counsel of a House Judiciary subcommittee probing the Justice Dept. to accept the chairman's post.

The appointment of Mr. Mitchell, still subject to confirmation by the national committee's executive unit, portended some changes in party campaign organization and planning, according to some observers. It was believed to reflect further the avowed intention of Gov. Stevenson to set his own campaign course, including frequent TV appearances.

Stevenson Drops TV Interest

Meanwhile, an amendment last week to Sangamon Valley Television Corp.'s application for TV Channel 2 at Springfield, Ill., disclosed that although Gov. Stevenson has personally given up his 2.5% interest in the firm [B•T, Aug. 4], his sister's family retains its 7.5% holding. His sister, Elizabeth S. Ives, at whose home he resides, holds 2.5% interest in Sangamon Valley Television, while his brother-in-law, Ernest L. Ives, is secretary and 2.5% owner. The Ives' son, Timothy Read, holds 2.5%.

Mr. Stevenson's 2.5% holding was taken over by WTAX Springfield, increasing the station's interest to 35% in the TV applicant.

Possibility of so-called "whistle-stop" tours by Mr. Truman were not discussed in the White House conference, nor was the nature of Vice Presidential candidate (Sen.) John Sparkman's (Ala.) participation broached.

A similar situation prevailed at Republican campaign headquarters in Washington, D. C., with respect to GOP candidate Eisenhower and Vice Presidential nominee (Sen.) Richard Nixon (Calif.).

The GOP has been moving slowly, hampered partly by organizational hurdles and getting the wheels in motion. Campaign planning aspects are being cleared through Robert Humphreys, new Republican National Committee publicity chief.

Edward T. Ingle, GOP radio-TV director, who handled preliminary arrangements involving radio-TV commitments and agency liaison, is still overseeing mechanics, coordinating his work with Mr. Humphreys. Mr. Ingle also is executive director of the GOP National Speakers Bureau, headed by Sen. Karl Mundt (R-S. D.) and Rep. Charles Halleck (R-Ind.). He is handling requirements for any Eisenhower-Nixon addresses and working on details for the campaign trains.

Stanley Pratt, personal representative of National Chairman Arthur Summerfield to Gen. Eisenhower, last week was active in Washington and at the General's Denver headquarters. Mr. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., is devoting full time to his political activity. He told BROADCASTING •

(Continued on page 69)

PROGRESSIVE PARTY

NBC to Air Speeches Sept. 6

PROGRESSIVE Party headquarters announced last week NBC has agreed to carry acceptance speeches from Chicago by Vincent Hallinan and Mrs. Charlotta A. Bass, the party's candidates for President and Vice President, respectively, on Sept. 6. Their speeches will be heard on a simultaneous NBC radio and TV hookup.

NBC did not carry acceptance speeches at the time of the party's national convention in Chicago, July 4-6, when speakers were Mrs. Bass and Mrs. Vincent Hallinan, who was substituting for her husband. At the time Mr. Hallinan was serving a term in McNeill Island federal penitentiary for contempt of court, but he was scheduled to be released from prison yesterday (Sunday).

NBC agreed to grant nationwide network time after the Progressive Party had protested to the FCC [B•T, Aug. 11].

A spokesman at the party's New York headquarters told BROADCASTING • TELECASTING that ABC, CBS and Mutual have agreed to pipe in over a closed circuit the original speeches made by Mrs. Hallinan and Mrs. Bass to those radio stations that did not carry them last month.

The spokesman added that ABC-TV was scheduled to carry a telecast of the original talks Friday (Aug. 15) over KECA-TV Los Angeles, from which kinescopes would be made for other ABC-TV stations. He said CBS-TV is considering coverage of the Sept. 6 speeches as is DuMont, but no definite arrangements have been made.

CAMPAIGN CATECHISM

NARTB Issues

WANT to keep out of political beartraps?

Tips to radio and TV stations in handling candidates for office, as well as their enthusiastic supporters, are given in "A Political Broadcast Catechism," new booklet just compiled and released to members by the NARTB Legal Dept.

Designed as a guide to radio and TV station managers during campaigns, the catechism's question-answer contents cover frequently recurring problems and what to do about them.

An astute and sometimes cautious advisor, NARTB describes some of its solutions as speculative and leaves decisions up to the judgment and discretion of broadcasters themselves.

Some problems are tackled head-on, such as the Communist Party situation:

Q—"Do I have to make time available to the Communist Party if they demand it?"

The answer is "yes" provided the Communist Party is a legal party in the broadcaster's state and provided time has been allotted to candidates of other parties for the same office. Thereupon, this McCarran Act proviso covering required announcement preceding a Communist speaker is cited, "The following program is sponsored by ———, a Communist organization."

Sample treatment of this problem by a broadcaster is cited. In this case the following announcement was made before and after the talk: "The following (or preceding) announcement has been sponsored by the Communist Party of the United States and is carried by this station as required by the Federal Communications Act and by the FCC." The broadcaster added, "All funds received in payment for this program have been donated to (a local charity or patriotic group)."

As to the rights of minority candidates who have no hope or possibility of being elected, the booklet says: ". . . The law requires the candidates of many splinter and lunatic fringe parties who put forth legally qualified candidates for the Presidency to be given 'equal opportunities' with the candidates of major political parties."

NARTB's catechism explains that the Communications Act and FCC rules require equal opportunities for legally qualified candidates, without censorship of their material, at uniform rates comparable to those charged commercial users.

Broadcasters and telecasters may legally refuse time to all candidates, the booklet reminds. Reference is made to Section 315 of the Act, the only statutory provision covering political broadcasts, and to FCC rules covering the section.

No clear-cut answer can be given to the problem of requiring advance scripts, according to the manual, with legal ban against cen-

(Continued on page 61)

THIS GROUP of CBS Radio affiliate representatives includes (l to r) Neil Cline, sales director, WHAS Louisville; Worth Kramer, general manager, WJR Detroit; John F. Patt, president, Goodwill Stations; Carl George, general manager, WGAR Cleveland, and Gordon Gray, vice president, Goodwill Stations.

AFFILIATES of CBS Radio represented in this quartet of station officials are (l to r) G. L. Flambo, general manager, WQUA Moline, Ill.; Charles Caley, president-general manager, WMBD Peoria; Dalton LeMasurier, president, KDAL Duluth; Herbert Ohrt, executive vice president, KGLO Mason City.

* * *

Rival Networks' Cuts Seen

(Continued from page 23)

tee believes that the plan, if adopted, will stabilize radio costs," Mr. Fetzer said. "The overall effect of the changes will be to strengthen the CBS Radio network as the lowest cost and most efficient of all advertising media with full recognition of the tremendous audiences delivered both day and night."

Mr. Fetzer, who issued the statement at a joint news conference with CBS President Stanton on Tuesday afternoon, said he thought "a few" affiliates might not go along with the plan, though he was confident that a great majority would. He said a "unanimous" motion of approval was carried after the group had voted approval by a majority, which was said to be "overwhelming."

Mr. Stanton expressed confidence that the realigned discount structure would attract new business as well as renewals to the extent that sales would justify it.

He said Thursday that only two stations had refused to sign—Goodwill Stations' WGAR Cleveland and WJR Detroit. Negotiations with those two, it was understood, are complicated by a package arrangement which the stations have had in previous affiliation contracts but which the network thus far has refused to extend above the standard compensation rate.

Commenting on the Chicago developments, Paul W. Morency of WTIC Hartford, chairman of the all-industry Affiliates Committee, voiced hope that the move will at last bring stability to the radio sales field. To the extent that it does stabilize the industry, he said he felt it is "okay."

He commended the move to de-emphasize ratings as a sales tool, and called upon broadcasters generally to stop talking radio down, to stay on the card, and to promote the medium's power as a salesman.

One of the major arguments of those who supported the plan was that it guarantees that the network's card rates will not be cut for at least a year. Thus, they felt, the move's effects on local and national spot rates should be minimized. Additionally, it was pointed out that last year's network rate cut was not carried over into local and spot rates, and observers were hopeful that this much more substantial reduction, via increased discounts, also will have little material effect on other radio rates.

Members of the CBS Affiliates Committee also drew some comfort from the fact that the network requested that the committee, or a similar group, be continued in office in order to advise with the CBS officials on matters of common interest.

This inspired an affiliate of another network, referring to NBC's past attempts to reduce rates, to say he hoped all networks would take a lesson on the importance and value of not acting unilaterally.

Only Temporary Expedient

Two of the stalwarts against the plan in the opening session Tuesday morning were Victor A. Sholis of WHAS Louisville, who had delivered the keynote address at the July session, and John Patt of the Goodwill Stations. Both are members of the Affiliates Committee, headed by Mr. Storer. Their contention, it was reported afterward, was that the plan was a temporary expedient that would not solve radio's basic problems.

The official announcement said the Affiliates Committee had previously recommended adoption of the plan by a 6-0 vote, with three members abstaining. These three were understood to have been Messrs. Sholis and Patt, and I. R. Lounsberry of WGR Buffalo, who also is chairman of the Columbia Affiliates Advisory Board. When that vote was taken the committee's tenth member, Hulbert Taft Jr. of WKRC Cincinnati, was absent.

The one-day session was not so protracted as some members had expected. It opened shortly after 10 a.m., broke for luncheon about 1:30 p.m. and resumed around 3 p.m., continuing for approximately one hour. CBS President Stanton and three of his associates—CBS Radio President Adrian Murphy, Station Relations Vice President Herbert V. Akerberg, and CBS Vice President Richard S. Salant—entered the closed session shortly before noon.

Mr. Stanton denied afterward that CBS Radio officials in their own deliberations had ever talked of a rate cut as high as 50%.

Participants in the session said there was no threat, among the affiliates, to resign from the network in protest against the cost reduction.

CBS officials, in their efforts to convince the stations that changes were necessary, were quoted as indicating that network operation under existing economic conditions

* * *

RELAXING during tensions of Chicago meeting are (l to r) B. G. Robertson, assistant manager, KWKH Shreveport; Arnold F. Schoen Jr., general & commercial manager, WPRO Providence; H. L. Krueger, manager, WTAG Worcester, Mass.; R. B. Westergaard (seated center), vice president-general manager, WNOX Knoxville; Gerald Harrison, president, WMAS Springfield, Mass.; Walter Haase, sales manager, WDRC Hartford, and Earl W. Winger, co-owner, WDOD Chattanooga.

TALKING OVER a mutual subject are these officials at the Chicago gathering (l to r): Walter Valerius, general manager, WELM Elmira, N.Y.; Cecil Mastin, general manager, WNBF Binghamton, N. Y.; Clyde F. Coombs, vice president-general manager, KROY Sacramento; Howard Lane, vice president in charge of radio, Marshall Field stations; Harry C. Wilder, president, WTRY Troy, N. Y., and Julius J. Brauner, secretary, CBS Inc. CBS Radio affiliates met with network officials last Tuesday.

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not only has not been profitable but that, unless changes were made, CBS Radio might go into a syndicated program business of some sort, with the affiliates doing all the selling.

Text of the "alternative rate plans" upon which the affiliates voted was as follows, with the second representing the one which will be effectuated when 85% or more of the stations have signed for an appropriate amendment of their affiliation contracts:

"Alternative Rate Plans"

"I. CBS Proposal—35% cut in nighttime rates.

"II. CBS Radio Affiliates Committee's plan:

"1. No cut in card rates for at least one year.

"2. Additional discounts by network resulting in average cost reduction to advertisers of 25% for nighttime programs.

"Maximum discount to be earned only upon 52 weeks basis.

"3. Restoration of 10% cut by 11.1% increase in daytime rates, with affiliate receiving a 5.5% increase in compensation for daytime programs.

"4. 15% cut in station payments to all CBS affiliates.

"5. De-emphasis of ratings as a principal selling tool of network radio and active participation in, and under-writing of, a study of the present-day status of radio listening and radio sales effectiveness.

"6. NO MORE RATE CUT DEALS."

The rates and compensation portions of this plan were spelled out by CBS Radio in an amendment which its affiliates were called upon to sign. Text of the amendment in the form of a letter to stations, is as follows:

Dear Sirs:

We refer to the affiliation agreement with CBS Radio dated . . . relating to station . . . . Such agreement, including all prior amendments thereto, is hereinafter referred to as the subject agreement. It is hereby agreed that the subject agreement between us shall be amended effective August 25, 1952 as follows:

1. The gross hourly card rates at which CBS Radio currently sells broadcasting time over the station for network sponsored programs as specified in the subject agreement (and after giving effect to the July 1, 1951 rate reduction), shall not be reduced by CBS Radio for a period of 12 months from and after August 25, 1952.

2. The gross hourly network card rate of the station for daytime broadcasts, Monday through Friday, shall be increased effective February 25, 1953, by an amount equal to 11.1 per cent of the gross hourly rate now charged for such time (i.e., thereby restoring for those periods the 10 percent daytime rate reduction previously effected July 1, 1951), provided, however, that for the purpose of computing station payments under the subject agreement, the increase in such gross hourly network card rate shall be disregarded and the rate payable by CBS Radio for each 'converted hour' in any week under the subject agreement (on the basis of the station's current gross hourly network card rates) shall be increased, by an amount equal to 5.5 per cent thereof, with respect to each 'converted hour' of Monday through Friday daytime programs broadcast on or after February 25, 1953.

3. Effective August 25, 1952 the payments to be made by CBS Radio to the station as specified in the subject agreement shall be decreased by an amount equal to 15 per cent of the amount otherwise computed in accordance with the provisions of said agreement, and of paragraph number 2 of this amendment with respect to programs broadcast on and after February 25, 1953.

The foregoing amendment to the subject agreement shall terminate either (1) August 24, 1953, or (2) if the subject agreement terminates prior thereto, and no new affiliation agreement is entered into with CBS Radio relating to the station, then on the termination date of the subject agreement, whichever is earlier, and shall be of no force or effect with respect to programs broadcast by CBS Radio thereafter.

Very truly yours,

CBS Radio, a division of Columbia Broadcasting System, Inc.

By

Vice President

Accepted and agreed to:
By:
Date:

Discussions which culminated in the new plan were inaugurated at the affiliates' first convention in July, after reports of imminent rate cuts by CBS Radio had become rampant.

Storer Incapacitation

Ironically, Mr. Storer, who had taken the lead in calling both that session and last week's, was not able to take part in either of the conventions, although he figured prominently in between-sessions negotiations and planning.

He became suddenly deaf following his arrival in Chicago Monday night, and on doctors' orders was forced to forego participation in the meetings. The deafness, expected to be temporary, was attributed in part to Mr. Storer's heavy schedule of business activities, and partly to his flight to Chicago at a relatively high altitude.

Mr. Storer had had to miss the original convention because of the death of a sister.

The plan was evolved by Mr. Storer's committee following lengthy negotiations with network officials. The committee, which is being continued in office at the network's request, consists of Chairman Storer and Messrs. Fetzer, Patt, Sholis, Taft, and Lounsberry; Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; and William Quarton, WMT Cedar Rapids. John Poole, counsel for Storer Broadcasting, attended both conventions as counsel for the affiliates committee.

On hand for CBS at the Chicago meeting were Messrs. Stanton, Murphy, Salant, and Akerberg; Julius F. Brauner, secretary and general attorney of CBS; William Shudt, national director of station relations for CBS Radio; E. E. Hall, CBS Radio's sales service manager; Ole Morby, western division station relations manager for the network; Ed DeGray and Ed Scovill, CBS Radio station relations representative, and George Crandall, CBS Radio director of press information.

ONE-TIME OPPONENTS in the fight to break down clear channel stations—E. B. Craney (l), president, Ed Craney station group, and Victor Sholis, vice president and director, WHAS Louisville and former director of Clear Channel Broadcasting Service—discuss a common cause at the meeting of CBS Radio affiliates in Chicago.

VALUE OF RATINGS

Deprecated in Sales Pitch

CBS Radio's "de-emphasis" of program ratings as a sales tool appeared to be in swing last week.

Whether there was a connection or not, on Wednesday, the day after the "de-emphasis" was approved by affiliates as part of the network's new rates-and-discounts plan (see adjacent story), sales extension director Edward F. Lethen Jr. sent letters to advertisers and agencies pointing out that low ratings "do not necessarily mean low sales impact." He continued:

"A large advertiser who spends about $1,400,000 a year in magazines and a little less in radio offers booklets to those interested. Radio is producing *over three times* as many inquiries as magazines. Part of the radio money goes for spots and part for the network, with similar commercials in each.

"The Network Nielsen Ratings has *never* been as high as the average of CBS Radio network sponsored programs, and is frequently among the *lowest*.

"This advertiser has been successful because he has ignored ratings and paid close attention to *results*. We might all be more successful if we followed his example, regardless of the mediums we use. Whether you want high ratings or high sales, or both, the CBS Radio network will best serve your purpose."

Registration at CBS Radio Affiliates Meeting

REGISTRANTS at the meeting of CBS Radio affiliates in Chicago last Tuesday, when a plan was approved which would give most nighttime advertisers a 25% cut in time costs, included the following (listed alphabetically by call letters):

Frank Reardon, KBOW Butte, Mont.; John W. Boler, KCJB Minot and KSJB Jamestown, N. D.; Dalton LeMasurier, KDAL Duluth, Minn.; W. Whillock, KDSH Boise; J. P. Wilkins, KFBB Great Falls, Mont.; Frank V. Webb, KFH Wichita; Herbert R. Ohrt, KGLO Mason City, Iowa; A. J. Mosby, KGVO Missoula, Mont.; R. Lee Black, KIMA Yakima, Wash.; Saul Haas, KIRO Seattle.

William V. Hutt, KLRA Little Rock, Ark.; Kenyon Brown, KLYN Amarillo and KWFT Wichita Falls, Tex.; Hugh B. Terry, KLZ Denver; George J. Higgins, KMBC Kansas City, Mo.; Howard Lane, KOIN Portland, Ore.; Joseph Bernard, KOMA Oklahoma City

Charles H. Garland, KOOL Phoenix; Robert J. Dean, KOTA Rapid City, S. D.; Clyde W. Rembert, KRLD Dallas; Robert Dillon and Luther Hill, KRNT Des Moines and WNAX Yankton, S. D.; Dorrance D. Roderick, KROD El Paso; Clyde F. Coombs, KROY Sacramento; Austin A. Harrison, KSWM Joplin, Mo.; Ray Herndon, KTRH Houston.

Charles D. Lutz, KTSA San Antonio; G. Pearson Ward, KTTS Springfield, Mo.; John Esau, KTUL Tulsa and KFPW Fort Smith, Ark.; B. G. Robertson, KWKH Shreveport, La.; Ed Craney, KXLY Spokane, Wash.

Allen T. Simmons, WADC Akron; R. B. McConnell, WANE Fort Wayne; C. L. Baker, WBAT Marion, Ind. W. I. Orr and Geer Parkinson, WBNS Columbus, Ohio; Charles H. Crutchfield, WBT Charlotte, N. C.; L. W. Milbourne, WCAO Baltimore; Jack DeRussy, WCAU Philadelphia; John T. Gelder Jr., WCHS Charleston, W. Va.; Gilmore Nunn, WCMI Ashland, Ky.

John M. Rivers, WCSC Charleston, S. C.; L. S. Mitchell, WDAE Tampa; Robert J. Burow, WDAN Danville, Ill.; John W. Harkrader, WDBJ Roanoke, Va.; W. G. McBride, WDBO Orlando; Earl W. Winger, WDOD Chattanooga; W. B. Haase, WDRC Hartford, Conn.; Marc Howard, WDWS Champaign, Ill.; Walter Valerius, WELM Elmira, N. Y.

S. Woodworth, WFBL Syracuse; W. F. Kiley, WFBM Indianapolis; Creighton Gatchell, WGAN Portland and WGUY Bangor, Me.; John F. Patt and Carl E. George, WGAR Cleveland; I. R. Lounsbery and Leo J. Fitzpatrick, WGR Buffalo; Victor Sholis, WHAS Louisville.

Gunnar R. Wiig, WHEC Rochester; R. H. Moody, WHIO Dayton; Humboldt Greig, WHUM Reading, Pa.; Ben Ludy, WIBW Topeka; Elliot Stewart, WIBX Utica, N. Y.; John Jeffrey, WIOU Kokomo, Ind.; Harry Peck, WISN Milwaukee; John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo; Joe L. Smith Jr. and Mrs. Virginia N. Cooper, WJLS Beckley, W. Va.; Worth Kramer and Gordon Gray, WJR Detroit.

W. P. Williamson Jr., WKBN Youngstown, Ohio; Joseph K. Close, WKNE Keene, N. H.; Stuart Watson, Mike Henry, WKOW Madison; Hulbert Taft Jr., WKRC Cincinnati; Frank Connell, WKRG Mobile; F. C. Sowell, WLAC Nashville; William Craig and Don Burton, WLBC Muncie, Ind.; Gerald Harrison, WMAS Springfield, Mass.

Frank Crowther, WMAZ Macon, Ga.; Charles Caley, WMBD Peoria, Ill.;

(Continued on page 105)

WTOP INC. PLANS

$2 Million Radio-TV Structure

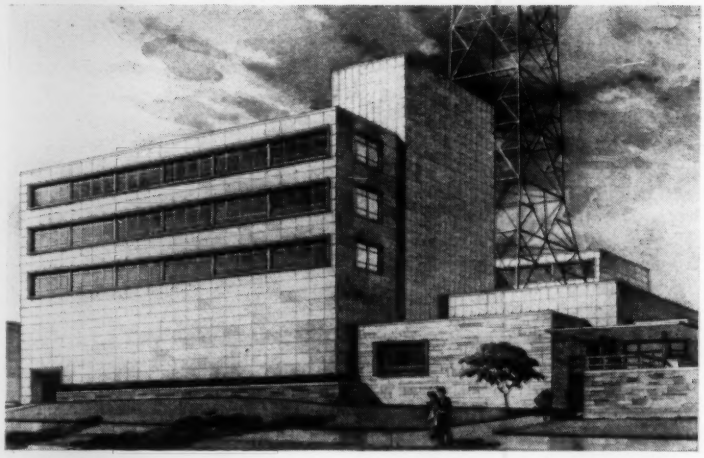
PLANS for construction of a $2 million building to accommodate its combined radio-TV facilities under one roof were announced last Thursday by WTOP Inc. (WTOP-AM-FM-TV Washington, D. C.)

The new five-story structure, for which WTOP executives hope to break ground momentarily, is slated for completion in the summer of 1953. It will house all facilities and personnel of WTOP radio and television operations, save a 50 kw AM radio transmitter at Wheaton, Md.

The building will be erected at 40th & Brandywine Sts., NW, in Washington, site of present TV studios and WTOP-TV transmitter. The announcement points up a remedy for a situation dating back to the time when WTOP Inc. facilities were spread out in four different locations. Radio studios and executive offices of WTOP Inc. and CBS radio-TV newsrooms are now located in the Warner Bldg., 13th & E Sts., NW, in downtown Washington.

This move by WTOP Inc., owned 55% by the *Washington Post* and 45% by CBS, is part of the network's broad expansion program involving new building construction in New York, Los Angeles and Chicago.

In announcing plans for the new structure, John S. Hayes, WTOP Inc. president, noted that the Nation's Capital and its surrounding area are perhaps the most important in the world for radio and television broadcasters. He promised that the new air-conditioned building would be the "most modern center of broadcast communications in the world." The CBS Washington radio-TV outlets plan to use the studios for originating a number of key programs (panel and forum discussions, etc.) to CBS Radio and Television.



BLUEPRINT of proposed new $2 million building to house combined facilities of WTOP-AM-FM-TV Washington is shown in this architects' sketch. Plans call for five-story 60-ft. structure with 100,000 square ft. of floor space. Project will provide for FM and TV transmitters, three TV and five radio studios, audience seating capacity, film processing and editing facilities, dressing rooms and a garage for radio-TV moblie units as well as offices for WTOP Inc. personnel and news staffs of CBS Radio and Television networks Added features will be a snack bar, employes' lounge and locker rooms. Two of the TV studios will be erected to hold audiences of over 200 people, with accommodations for 80 more guests in observation galleries. Clyde M. Hunt, vice president in charge of engineering for WTOP Inc., is supervising project. Architects are Faulkner, Kingsbury and Stenhouse, Washington.

ACLU APPROVES

ABC-UPT Merger

MERGER of ABC and United Paramount Theatres Inc. was approved last week—by the American Civil Liberties Union.

In a letter to FCC Chairman Paul A. Walker, ACLU Executive Director Patrick Murphy Malin said that "no valid objection on civil liberties grounds can be raised to the contemplated merger."

The civil liberties organization, which has had an observer sitting in on the 90 days of hearings, said that arguments against the merger were outweighed by the probable strengthening of ABC which would insure "greater diversification of communication and increasing competition between the American Broadcasting Co. and its two principal competitors," CBS and NBC.

Theoretically there might be a conflict of interest between theatre exhibition and TV, Mr. Malin said. But practically, he added, it was difficult to think of any specific situation.

Decision to "approve" the ABC-UPT merger was made by ACLU's radio committee and board of directors, Mr. Malin informed Chairman Walker.

MEMBERSHIP COMMITTEE

Set for NARTB Dist. 6

MEMBERSHIP committee representing NARTB District 6 (Ark., La., Miss., Tenn.) was announced last week by William T. Stubblefield, NARTB station relations director. Chairman is Ray Herndon, KTRH Houston.

Members of the committee, named by Henry B. Clay, KWKH Shreveport, La., district director, are:

Arkansas—Storm Whaley, KUOA Siloam Springs; Jay P. Beard, KBTM Jonesboro; Emil Pouzar, KXLR Little Rock; Weldon Stamps, KFSA Fort Smith.

Louisiana—Tom Gibbons, WAFB Baton Rouge; James E. Gordon, WNOE New Orleans; George Thomas, KVOL Lafayette.

Mississippi—Hugh O. Jones, WGCM Gulfport; Joseph Carson, WMOX Meridian; Paul Schilling, WNAT Natchez; Robert Evans, WELO Tupelo.

Tennessee — Parry Sheftall, WJZM Clarksville; Frank Proctor, WTJS Jackson; John Hart, WBIR Knoxville; J. B. Thomas, WHIN Gallatin.

PARAMOUNT

Hearing Length Left to Resnick

WHETHER the Paramount hearing—involving the merger of ABC with United Paramount Theatres Inc.—continues for another "several months" or is concluded immediately was put directly up to FCC Hearing Examiner Leo Resnick last week.

Mr. Resnick immediately scheduled a further meeting of attorneys in the combination case for Aug. 20.

It is believed it will be up to FCC Hearing Division Chief Frederick W. Ford to convince Mr. Resnick additional testimony is essential to the record and that it will not unduly delay completion of the seven-month-old hearing.

In a "Memorandum Opinion and Order" issued last week, the Commission told Mr. Resnick that although it wanted the hearing expedited, he would have to decide whether to keep proceedings going to permit testimony regarding anti-trust activities since August, 1948.

The Commission also told the hearing examiner that its Aug. 1 ruling applied to the Scophony case.

Both decisions were in answer to Mr. Resnick's request for clarification of the Commission's Aug. 1 order that evidence about anti-trust violations prior to August 1948 should be deleted from the record [B•T, Aug. 11, 4]. The FCC's Aug. 1 order was in response to formal petitions by ABC, UPT, Paramount Pictures and CBS.

There had been some thought that the Commission's action in establishing a three-year cutoff for anti-trust evidence did not apply to the Scophony testimony. This was because the Commission exempted from the cutoff date any anti-trust activities involving "radio communications."

Scophony testimony dealt with activities of Paramount Pictures in the development of the Skiatron system of TV reception and associated apparatus.

The tri-partite ownership of Scophony Corp. in the early 1940s comprised Paramount Pictures and General Equipment Corp., each owning 25%, and parent British Scophony the remaining 50%.

The combination was broken up by a consent decree in 1946 after an anti-trust suit was filed by the Department of Justice.

Introduce Later Testimony

Since the bulk of the FCC counsel's case has been on the anti-trust activities of Paramount Pictures prior to the August 1948 cutoff date, Mr. Ford had asked that he be permitted to introduce testimony concerning anti-trust violations occurring since then.

He estimated he would need a month for investigation and "several months" to put his case into the record, if his request were granted.

Among the more recent anti-trust cases which FCC counsel has in mind are the 16mm film complaint [B•T, July 28, et seq.], the Madison Square Garden suit [B•T, March 24] and the National Screen Service Corp. complaint [B•T, May 12].

Some 234 anti-trust suits were filed against Paramount Pictures between September 1948 and the end of 1951.

At a one-day hearing last week, Mr. Resnick told attorneys he would expect proposed findings within 30 days after the close of the hearing. He also stated he would order proposed findings on the DuMont-Paramount Pictures control issue within 20 days after the end of the hearing.

There will be no extensions, Mr. Resnick emphasized.

One of the issues in the combination Paramount case is whether Paramount Pictures controls Allen B. DuMont Labs. through 29% stock ownership of the latter company.

Other issues in the case involve the sale of WBKB (TV) Chicago to CBS following the merger approval, renewal of the license of KTLA (TV) Los Angeles to Paramount Pictures and several subsidiary elements.

Meanwhile, DuMont petitioned the FCC last week to have the three-year cutoff provision applied to the control issue.

DuMont also asked that the Commission rule that (1) its Aug. 1 order does not apply to non-licensees UPT and the merged ABC-UPT company (American Broadcasting-Paramount Theatres Inc.), and (2) the credibility of witnesses

(Continued on page 65)

The Greatest TV Buy Of the Year...Collegiate FOOTBALL

"All American Game of the Week"

FILMED ON SATURDAY READY TO BUILD SALES IN ANY TV MARKET AS EARLY AS TUESDAY

A huge audience for any product in any TV market at low cost

Here's the hard hitting, fast selling package—*All American Collegiate Game of the Week* brings you this season's 11 top football games PLUS the Season's Highlights in Review, PLUS a Rose Bowl Preview. *All American Game of the Week* is television's finest, fastest selling sports program—produced by Sportsvision, Inc.—featuring such outstanding teams as Texas, Notre Dame, Stanford, Michigan, Penn State, UCLA, Maryland, Alabama, USC, Tennessee, Northwestern, Duke, Minnesota, Nebraska, Michigan State, etc.

WIRE COLLECT For information and preview print

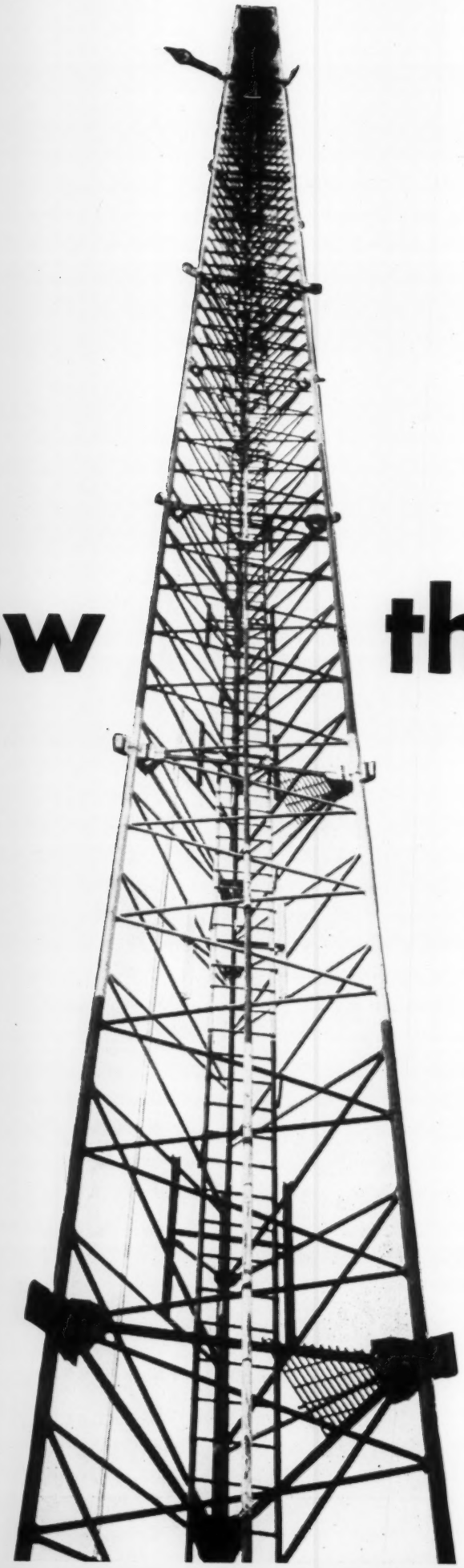
FIRST GAME: SEPTEMBER 20

Consolidated Television Sales

DISTRIBUTORS OF FILM FOR TELEVISION

25 VANDERBILT AVENUE, NEW YORK CITY 17, NEW YORK
SUNSET AT VAN NESS, HOLLYWOOD 28, CALIFORNIA
520 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

Now there's



XUM

Now WCCO has a sister station. On August 16 WTCN-TV became WCCO-TV under common ownership* with WCCO radio.

So WCCO-TV with new maximum antenna facilities under construction and maximum 100,000 watts power applied for is the logical broadcasting companion of WCCO's clear channel 50,000 watt voice in the Northwest.

a WCCO-TV too!

Separate station management and sales have been set up for Radio and Television. CBS Radio Spot Sales continue as National Representatives for WCCO Radio with Phil Lewis as station Salesmanager. Robert Ekstrum is Salesmanager for Television with Free and Peters as National Representatives for WCCO-TV.

Rate cards now in effect make these stations the top buys in the Twin City and Northwest market.

***Midwest Radio-Television, Inc.**

W. J. McNally, Chairman of the Board

Robert Ridder, President

F. Van Konynenburg, Executive Vice President and General Manager

Radio 830 KC **WCCO** TV Channel 4

Basic CBS Affiliates

MINNEAPOLIS – SAINT PAUL

NATIONAL REPRESENTATIVES

FREE & PETERS FOR TELEVISION

RADIO SPOT SALES FOR RADIO

XUM

IDAHO RADIO HOMES

96.5% Density

RADIO SET ownership in 96.5% of Idaho homes is shown in the decennial U. S. Census, according to figures compiled from the housing census and just made available by the Census Bureau. Census data were collected in April 1950.

Among cities, the highest rate of set ownership was found in Moscow, amounting to 98.9% of all homes in the city. Two other cities had rates of 98% or better—Pocatello with 98.2% and Twin Falls with 98.1%.

Practically every home in Franklin County was radio-equipped, the Census Bureau finding an ownership rate of 99.6%—2,435 of 2,445 homes. Not far behind was Madison County with a rate of 98.5%, followed closely by Oneida County with 98.8%.

With no TV stations in Idaho, the state showed a TV homes percentage of 0.5%. This figure was compiled at a time when there were fewer than five million sets in the nation compared to the present 18-million set circulation.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—IDAHO

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
THE STATE	188,328	169,110	167,360	161,570	96.5	118,824	166,825	770	0.5
No. S.M.A. URBAN PLACES									
Boise City	11,969	11,386	11,185	10,950	97.9	6,984	11,115	40	0.4
Caldwell	3,602	3,377	3,305	3,205	97.0	1,875	3,305	20	0.6
Couer d'Alene	4,280	4,011	3,955	3,850	97.3	2,885	3,950	5	0.1
Idaho Falls	5,777	5,538	5,505	5,335	96.9	3,361	5,485	5	0.1
Lewiston	4,506	4,345	4,340	4,155	95.7	2,934	4,340	10	0.2
Moscow	2,847	2,743	2,730	2,700	98.9	1,729	2,740	5	0.2
Nampa	5,348	5,006	4,885	4,765	97.5	2,074	4,865	25	0.5
Pocatello	7,882	7,397	7,335	7,205	98.2	4,544	7,340	20	0.3
Twin Falls	5,836	5,617	5,555	5,450	98.1	3,026	5,525	5	0.1
COUNTIES									
Ada	23,014	21,596	21,290	20,845	97.9	12,535	21,210	65	0.3
Adams	1,170	1,006	1,015	960	94.6	685	1,005	5	0.5
Bannock	12,404	11,425	11,335	11,005	97.1	7,844	11,345	45	0.4
Bear Lake	2,158	1,920	1,950	1,895	97.2	1,804	1,930		
Benewah	2,399	1,940	1,900	1,805	95.0	1,693	1,890		
Bingham	6,244	5,804	5,735	5,455	95.1	4,206	5,715	15	0.3
Blaine	1,951	1,506	1,415	1,335	94.3	1,166	1,400	25	1.8
Boise	718	587	555	510	91.9	510	560	5	0.9
Bonner	5,774	4,577	4,505	4,240	94.1	3,408	4,490	20	0.4
Bonneville	8,867	8,252	8,095	7,870	97.2	5,487	8,070	25	0.3
Boundary	1,958	1,730	1,670	1,550	92.8	1,331	1,660		
Butte	849	737	700	645	92.1	382	695		
Camas	384	321	305	290	95.1	325	300		
Canyon	16,499	15,383	15,175	14,735	97.1	9,578	15,140	120	0.8
Caribou	1,692	1,500	1,485	1,460	98.3	544	1,485	15	1.0
Cassia	4,428	3,938	3,945	3,810	96.6	2,898	3,895	30	0.8
Clark	360	264	305	290	95.1	230	310	10	3.2
Clearwater	2,519	2,307	2,285	2,030	88.8	1,728	2,280	5	0.2
Custer	1,139	962	930	845	90.9	746	915	5	0.3
Elmore	2,722	2,024	1,980	1,845	93.2	1,219	1,985	5	0.3
Franklin	2,698	2,474	2,445	2,435	99.6	2,165	2,435	10	0.4
Fremont	3,038	2,534	2,465	2,390	97.0	2,039	2,460	15	0.6
Gem	2,808	2,602	2,585	2,505	96.9	2,120	2,590	5	0.2
Gooding	3,362	3,110	3,110	3,020	97.1	1,967	3,100	25	0.8
Idaho	3,759	3,324	3,265	3,000	91.9	2,697	3,270	10	0.3
Jefferson	2,801	2,653	2,665	2,585	97.0	2,153	2,660	10	0.4
Jerome	3,613	3,336	3,295	3,230	98.0	2,053	3,280	40	1.2
Kootenai	10,038	7,798	7,715	7,450	96.6	5,683	7,685	15	0.2
Latah	6,168	5,862	5,835	5,690	97.5	4,695	5,850	15	0.3
Lemhi	2,238	1,902	1,850	1,690	91.4	1,349	1,825	10	0.5
Lewis	1,392	1,243	1,250	1,185	94.8	1,142	1,250	15	1.2
Lincoln	1,230	1,168	1,155	1,100	95.2	882	1,155	5	0.4
Madison	2,506	2,301	2,250	2,225	98.9	1,813	2,245	30	1.3
Minidoka	2,864	2,713	2,705	2,665	98.5	2,174	2,700		
Nez Perce	7,485	7,059	7,030	6,725	95.7	4,751	7,025	15	0.2
Oneida	1,548	1,217	1,210	1,195	98.8	1,143	1,210	10	0.8
Owyhee	2,139	1,780	1,780	1,645	92.4	1,006	1,780	20	1.1
Payette	3,944	3,569	3,560	3,485	97.9	2,230	3,555	30	0.8
Power	1,289	1,119	1,115	1,045	93.7	839	1,120	5	0.4
Shashone	7,224	6,640	6,650	6,445	96.9	5,382	6,620	25	0.5
Teton	919	779	760	730	96.1	655	760		
Twin Falls	13,229	12,362	12,285	12,025	97.9	8,672	12,200	25	0.2
Valley	1,950	1,213	1,220	1,170	95.9	907	1,185	10	0.8
Washington	2,837	2,573	2,585	2,515	97.3	1,988	2,585	30	1.2
Yellowstone National Park (part)									

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housing, Series H-A, No 12, for Idaho, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 35¢ per copy.

Statistics on distribution of the population in Idaho are presented in a final report of the 1950 Census of Population, Series P-A, No. 12, now available from the Superintendent of Documents at 20¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Idaho are presented in a final report of the 1950 Census of Population, Series P-B, No. 12, available from the Superintendent of Documents, at 40¢ a copy. Descriptions of Standard Metropolitan Areas, if any, are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

ASA UNIT REVIEWS

Recommendations to CCIR

NEW STANDARDS covering sound reproduction on disc and tape, with worldwide adoption envisioned, were reviewed Wednesday and Thursday at meetings of two industry-government committees at NARTB headquarters, Washington.

Group Z-57 of the American Standards Assn., of which Neal McNaughten, NARTB engineering director, is chairman, met Wednesday to examine sound recommendations to be taken up late this month at Geneva by Study Group 10 of International Radio Consultative Committee (CCIR). Represented on the group are NARTB, Institute of Radio Engineers, Radio-Television Mfrs. Assn., Navy and Audio Engineering Society.

U. S. Preparatory Group 10 on broadcasting, a CCIR unit, met Thursday. Mr. McNaughten is chairman of this group as well as the international CCIR group. Reports and comments submitted by the ASA group were adopted. No proposed standards came out of the ASA meeting.

The CCIR group finalized reports on high-frequency broadcast directive antenna systems and use of more than one frequency per program in high-frequency broadcasting. Single-side band sound broadcasting problems were studied along with reception of high-frequency broadcasts with synchronized transmitters.

The two meetings provide the basis of the U. S. position when the CCIR Study Group 10 meets in Geneva Aug. 25. Mr. McNaughten will leave shortly for Geneva.

Seymour H. Rothschild

FUNERAL services were conducted Tuesday for Seymour H. Rothschild, 44, executive vice president of Edwin I. Guthman & Co., Chicago radio, TV and electronics parts manufacturing firm. He died Aug. 10 in his Highland Park, Ill., home.

CANADIAN Broadcasting Corp. board of governors, at its last meeting in Ottawa, includes (l to r): Seated, F. J. Crawford, Toronto; Rene Morin, vice chairman, Montreal; A. D. Dunton, chairman, Ottawa; Dean A. Pouliot, Quebec; Mrs. Mary E. Farr, Victoria. Standing, W. H. Phillips, Ottawa; J. F. Tripp, Oxbow, Sask.; R. J. Fry, Winnipeg; Dr. G. Douglas Steel, Charlottetown. Absent from meeting of the 11-member CBC board were Prof. J. A. Corry, Kingston, Ont., and Gordon A. Winter, St. John's, Newfoundland.

THANKS . . . to KANS—Public Service

WICHITA FORUM BUILDING

WICHITA TERMINAL EL
WICHITA, KANS.
STATE OF KANSAS
OFFICE OF THE GOVERNOR
TOPEKA
28 July 1952
Radio Station KANS
P. O. Box 2114
Wichita 1, Kansas
Gentlemen:
It has just come to my attention that your radio station went to a great deal of trouble and expense to bring to the citizens of Wichita and the surrounding communities the live telecasts of both national political conventions by means of micro-wave relays.
I am aware of the fact that except for your service in this connection, many thousands of our citizens would have been deprived of this opportunity. It is most regrettable that there is no television station in operation in the entire State of Kansas; and in my opinion, this adds to the importance of such public service.
Yours very truly,
EDWARD F. ARN
GOVERNOR
STATE OF KANSAS
United States Senate
August 1, 1952
Radio Station KANS
Wichita, Kansas
Gentlemen:
I have received reports that many thousands of people of Wichita attended the television broadcasts of the
which your station so generously made possible.
It is somewhat gratifying to me to know that citizens had the opportunity to see the proceedings of
Sincerely yours,
Frank Carlson

FIRST TELECAST IN WICHITA

OVER 25,000 VIEWED POLITICAL CONVENTIONS ON 40 TV RECEIVERS

They came, they saw, they appreciated. The citizens of the Wichita trade area were privileged to view both political conventions on 40 well-spaced TV sets. People from all walks were most grateful for this gesture of public service from Station KANS.

ELEVEN DAYS AND TEN NIGHTS OF NEAR PERFECT RECEPTION

Skilled engineers were right on the beam. The reception was perfect.

KANS is first in Public Service and that's another reason why your message on KANS will get results. You reach that segment of audience with money and inclination to respond. *Ask for proof.*

KANS

IN WICHITA
NBC SINCE 1936
CALL YOUR TAYLOR CO. MAN

MR. LOCAL
MR. REGIONAL } **TV ADVERTISER!**

ABBOTT & COSTE

SELL FOR YOU IN YOUR INDIVIDUAL TV MARKETS!

But only if you act fast! For here's a brand-new series of half-hour programs, *all expressly filmed for television* . . starring the unequalled antics of Abbott & Costello . . and ready for immediate sponsorship by national, regional, and local advertisers on a market-by-market basis.

You'll find "The Abbott & Costello Show" is the kind of high-rating entertainment that viewers will look forward to every week. It combines the unrepressed, wholesome comedy of these two favorite funnymen with the able directing of Jean Yarbrough, acknowledged master in his field, and the top TV scripting of Sidney Fields and Eddie Forman.

For all the facts—including costs and a preview of "The Abbott & Costello Show"—phone or wire the nearest of these nine conveniently-located MCA-TV offices. ▶

TELLO ARE READY TO

HOW SUCCESSFUL CAN YOU GET?

Well, if you know Abbott & Costello (and who doesn't?), these phenomenal achievements won't surprise you—

..their ever-increasing popularity on the stage, screen, radio .. now reaffirmed more conclusively than ever over the perfect medium for their inimitable zaniness—television!

..their Hollywood record of 29 consecutive box office hits, grossing almost $60,000,000 in the last ten years—and soon to be topped by their latest and greatest film, "Abbott & Costello Meet Captain Kidd" (for December release, incidentally).

..their four solid years of nationwide sponsorship on radio by the R. J. Reynolds Company, one of America's largest and most successful advertisers.

and—*their repeated smash appearances during 1951-52 on the Colgate Comedy Hour . . . with an average TV Nielsen-rating of 45.2 and a spectacular share of audience that has zoomed as high as 73.2%!*

WHAT A PAIR TO HAVE SELLING FOR YOU!!

MCA TV Ltd.

NEW YORK: 598 Madison Avenue—PLaza 9-7500
CHICAGO: 430 North Michigan Ave.—DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd.—CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922
CLEVELAND: Union Commerce Bldg.—CHerry 1-6010
DALLAS: 2102 North Akard Street—CENtral 1448
DETROIT: 1612 Book Tower—WOodward 2-2604
BOSTON: 1044 Little Building—LIberty 2-4823
MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863

DISTRIBUTORS OF AMERICA'S FINEST TV SHOWS FOR LOCAL ADVERTISERS

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Aug.			
18-19	7	Statler	Cleveland
21-22	8	Grand	Mackinac Island, Mich.
25-26	11	Duluth	Duluth, Minn.
28-29	17	Multnomah	Portland, Ore.
Sept.			
4-5	15	Mark Hopkins	San Francisco
8-9	16	Del Coronado	Coronado Beach, Calif.
11-12	14	Cosmopolitan	Denver
15-16	12	Lassen	Wichita
18-19	13	Texas	Ft. Worth
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 21-23: Georgia Assn. of Broadcasters, Gen. Oglethorpe Hotel, Savannah.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 27-29: Institute of Radio Engineers, West Coast show and convention, Long Beach, Calif.

Sept. 4-6: Board of Governors, Canadian Broadcasting Corp., Radio Canada Bldg., Montreal.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, New York.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Washington.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 13-14: Engineering Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, New York.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

April 29-May 2, 1953: NARTB Convention, Biltmore Hotel, Los Angeles.

FRS REPORT

Consumers Replacing Old TV Sets

CONSUMERS continued to buy automobiles and other durable goods "at very high rates" in 1951 and are purchasing new model TV sets this year to replace postwar acquisitions, according to the Federal Reserve System's board of governors.

In a "1952 Survey of Consumer Finances," released Friday, the board studied purchases of durable goods and houses in 1951 and "planned purchases" for the current year.

Ownership of television receivers "is still far from general, despite substantial purchases," the survey noted. Purchases of radio-TV sets in 1951 remained about equal to those the previous year, it reported.

Turning to prospective purchases, the survey predicted 1952 would find 33 of every 100 spending units buying new TV sets in the $5,000-a-year-and-over salary bracket. Other data showed TV set purchase prospects of 23 per 100 buyers in the $4,000-4,999 bracket; 20 in the $3,000-3,999; 13 in the $2,000-2,999; 6 in the $1,000-1,999, and 5 in the below-$1,000-a-year group.

For 1951 the survey found 43 of every 100 buyers in the $5,000-and-over group bought TV sets. Only notable departure was in the $4,000 - 4,999 and 3,000 - 3,999 brackets. Ratio was 17 per 100 to 21 per 100, respectively, buying TV sets in these income groups. The same apparent paradox was noted for 1950 and 1949.

Planned purchases for 1952 were estimated for radio receivers at 600,000 (or 1.2% of all buying units), with median expenditure of $40. Planned TV set purchases were placed at 2.9 million (or 5.6% of spending units), with a median outlay of $300.

Median outlay for actual purchases of telesets ranged from $300 in 1951 and 1950 to $330 in 1949. Actual TV buyers approximated 6.3 million in 1951, 6.1 million in 1950 and 2.9 million in 1949, the board reported, accounting for 12%, 11.8% and 5.6% of buying units, respectively.

Actual median outlays for radios were $50 in 1951, $45 in 1950 and $55 in 1949, compared to planned purchases medians of $40 for 1952.

"Ownership of television sets increased rapidly after volume production was first attained in 1949 and by early 1952 about one-third of the spending units had acquired sets," the board explained. The report continued:

Since most television stations are located in large cities, ownership of receiving sets is more frequent in urban areas. About half of all spending units in metropolitan areas owned television sets early in 1952 as compared with about one-fourth of those in smaller cities and less than one-tenth of those in the open country.

The level of consumer income also affects television set ownership. At the beginning of this year [the board gave no actual figures for 1952, of course] about 1 in 10 spending units with incomes of less than $2,000 owned sets. This proportion ranged upward to nearly 6 in 10 with incomes of $7,500 or more.

When classified by family status, the highest frequency of television set ownership (4 in 10) was among spending units consisting of married persons with children. Television appears to have a special appeal to spending units headed by skilled and semi-skilled workers.

Early this year, the board estimated, 30 of every 100 spending units owned telesets. The percentages scale upward for each salary bracket, with 59 of every 100 in the $7,500 and over group owning sets.

The survey also tabulated place of residence, with 51 of every 100 spending units owning sets in metropolitan areas; 26 per 100 in cities of 50,000 or more population; 23 per 100 in cities between 2,500 and 50,000; 21 per 100 in towns under 2,500 and 8 in the "open country."

The survey also estimated the percentage of purchasers of radio-TV receivers who bought on installment credit each of the last five years. Percentages included 45% doing so on radio sets and 48% on telesets in 1951, 32 on radio and 44 on TV in 1950, 42 and 47 in 1949, 42 on radio (none available for TV) in 1948 and 34 (none available for TV) in 1947.

TALKATHON DEBUTS IN WISCONSIN

Schmitt Seeks McCarthy Seat in Senate

THE POLITICAN'S Talkathon made its debut in Wisconsin's state capital, Madison, last week, and will take over the airwaves in Appleton and Green Bay today (Monday). The star politico in the Badger State Talkathon is Len Schmitt, an attorney from Merrill, Wis., who is opposing Sen. Joseph McCarthy for the Republican nomination for U. S. Senator.

Mr. Schmitt talked himself and 4,000 questions out with residents throughout the southern part of the state in a 25-hour speaking stint on the four Madison stations, WIBQ WMFM WISC and WKOW, and WIBU Poynette, which has studios in Madison.

The Talkathon, a copyrighted system for politicians, is promoted by Houck & Co., Miami advertising agency [B•T, Aug. 11].

The attorney took the air Tuesday at 8 p.m., continuing to 9 p.m. Wednesday. Although the answered questions totaled 4,000, there was no score on the number of calls placed to a battery of seven telephone operators.

Dane County and southern Wisconsin audiences reached a low point, as expected, between midnight and 5 a.m., although there were enough calls coming in from listeners to keep the candidate busy. The venture was termed "highly successful" by Kenneth Schmitt, WIBA manager, who said interest built up so that in the closing hours the Talkathon "scored a smashing success." His station and the other four rotated time for the attorney, who will use the same techniques today at WHBY Appleton and WBAY WDUZ and WJPG Green Bay.

The candidate also is understood to have scheduled Talkathon dates on stations in Fond du Lac, Oshkosh and Milwaukee before the Sept. 9 election.

The talk marathon has been conducted in Florida and, most recently, in Arkansas, where Judge Francis Cherry, a dark horse candidate, won the nomination for governor with an 80,000 plurality. Michael V. DiSalle, former price stabilization chief, plans to use the vote-getting system in Ohio, where he is seeking the senate seat held by John Bricker (R).

Lewis Sued

SUIT charging Fulton Lewis jr., MBS commentator, with libel was filed Thursday in U. S. District Court, District of Columbia, by Blood Bank Foundation, Nashville. Plaintiff asks $500,000 damages, charging Mr. Lewis last Dec. 3 branded it as non-profit front for a profit corporation. The foundation describes itself as a charitable, non-profit organization operating a blood bank and carrying on research into uses of blood plasma.

Vic RADIO PROFIT Diehm Says:

Why when you can have
Average **WAZL**
Zee with the TOP rating
Low

Why when you can have
Have the **WHOL**
Ordinary with the TOP rating
Level

Why when you can have
Have **WHLM**
Less than with the TOP rating
Most

Why when you can have
Invest in **WIDE**
Dead with the TOP rating
Energy

WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Represented by Edward Devney).

LBS' McLendon Asks FCC Aid

(Continued from page 26)

owned and operated stations.

". . . The Commission can act to correct this deplorable thwarting of the public interest in only one way; through its power to prevent any network and/or radio station from *accepting* an exclusive contract for any sporting event or special event," he wrote.

"A simple, expeditious plan for handling such situations could easily be evolved. This rule would operate to prohibit any radio network and/or station from operating against the public interest by presenting inferior coverage of any sporting event or special event, as is the case today.

"This ignorance of the public interest by networks and stations is no real fault of the stations which can never govern the situation for themselves because of the competitive necessity of getting an exclusive before the next station gets one. The situation can only be handled . . . by the FCC.

"A vast majority of networks and radio stations have for years been incensed by the arrogance of many sports promoters, price-fixing tactics, exorbitant and even prohibitive broadcast rights fees, making it difficult if not impossible, for the station to perform sports broadcasts in the public interest, discrimination against radio in favor of newspapers, territorial limitations, exclusives granted by tax-supported institutions, censorship of announcers and practically every other practice repugnant to the idea that radio should be as free as the press."

Mr. McLendon urged the FCC to "give most serious consideration to the two issues presented in this letter."

The president of the suspended LBS also has been urging the U. S. Dept. of Justice to prosecute an anti-trust action against organized baseball. In his letter to the FCC, Mr. McLendon said Liberty itself had been obliged to file a civil anti-trust suit against baseball because "the Justice Dept. continues derelict in its duty despite entreaties from embattled broadcasters and continues its old policy of collaboration with baseball."

A few days before he dispatched his letter to the FCC, it was learned, Mr. McLendon renewed his efforts to get the Justice Dept. to intercede in the case.

In a letter dated Aug. 5 to Victor Kramer, chief of the litigation section of the Anti-Trust Div. of the Dept. of Justice, Mr. McLendon said Liberty could "provide you with fully documented proof of the conspiracy not to compete among the [baseball] club networks."

He said the arrangements within organized baseball constituted "the same situation as when the major producers - distributors - exhibitors [of movies] years ago divided up the country into zones, each taking a zone and agreeing not to try to compete by invading the other fellow's area."

"Such was held to be a violation of the anti-trust laws by the United States Supreme Court, and baseball's 'club network' conspiracy not to compete is on all fours with the theatre agreement, which the Supreme Court held illegal," Mr. McLendon said.

". . . There is no club in the major leagues which will sell you the rights to broadcast against a local baseball club."

Mr. McLendon claimed that although baseball had claimed to have eliminated its Rule 1-D, governing relations between major and minor leagues, in the fall of 1951, the effects of the rule still continue to be recognized.

"After the fictitious abolition of Rule 1-D in the fall of 1951," he wrote, "Liberty wrote to all of its stations telling them that, due to the abolition of this rule, those stations no longer had to worry about local restrictions and that Liberty was contemplating carrying a night schedule and that if we did so, the stations would be able to broadcast regardless of their local club's restrictions.

Station Reaction Cited

"Stations were delighted. We can produce their answers.

"Then in New York Ford Frick [Commissioner of Baseball] told the general manager of the Liberty network, James Foster, that he was extremely angry at us for sending out the letters and getting the clubs in an uproar.

"Frick told Foster that the clubs may have abolished Rule 1-D but that Liberty certainly was not going to broadcast any night baseball, against or not against any local club, and that if we didn't send out an immediate retraction of the letter, satisfactory to him (Frick), he'd see that we broadcast no baseball games at all in 1952.

"We were forced to send out a correction and tell our stations that, although the rule had been abolished, we had no rights to broadcast night games in 1952 (we had never told them we did have rights but simply that we were contemplating such a schedule)."

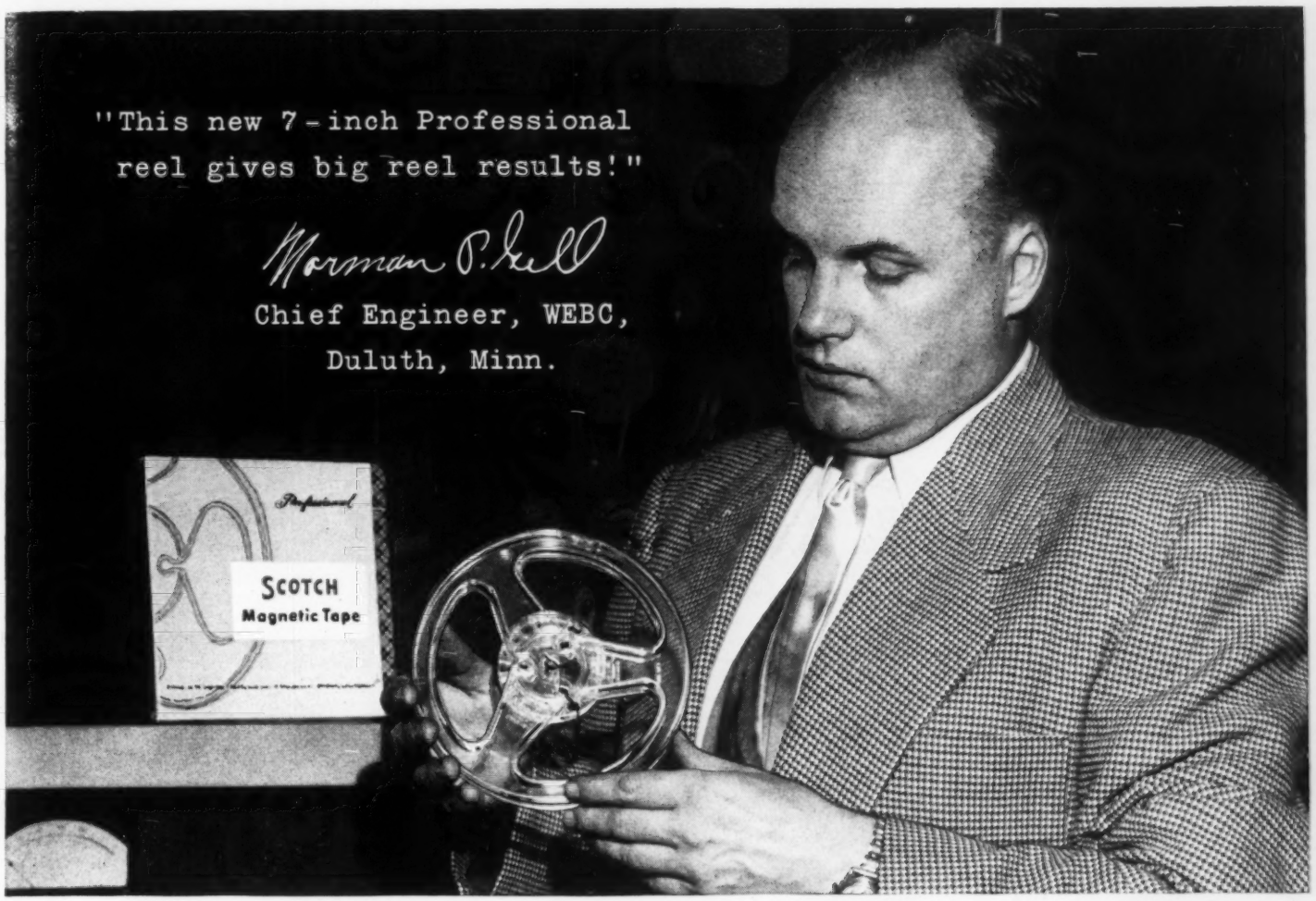
Mr. McLendon also charged there had been attempts to "price us out of the business."

"In 1951," he wrote, "we paid a basic price of around $10,000 per club for 77 home games per club. In 1952, the Dodgers charged us $60,000 for 35 home games."

"In no case were we able to get games for any less than seven times as much per game as we had paid in 1951. In short, for the few poorer games we had in 1952, the clubs kicked the price up astronomically."

A spokesman at the Dept of Justice told BROADCASTING • TELECASTING last week that Mr. McLendon's letter was under consideration.

Wherever you
Go there's
Radio
. . . and wherever you go in Western New York, Northwestern Pennsylvania or in the two-billion dollar Ontario area, you'll find WGR is the most listened-to radio station.
ONTARIO
WESTERN NEW YORK
NORTHWESTERN PENNSYLVANIA
WGR
55
CBS Radio Network
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry



It's the new large-hub 7-inch professional reel of "SCOTCH" Magnetic Tape!

✓ **CUTS TIMING ERRORS!** New larger hub reduces tension changes, cuts timing errors 50%.

✓ **REDUCES PITCH CHANGES!** Lower hub-to-outside-diameter ratio means a marked reduction in pitch changes between spliced portions of broadcasts.

✓ **LESS VIBRATION, FASTER REWIND!** Bigger hub produces 10% faster rewind speed, yet rotational speed is lower than that of the standard reel. Operation is so smooth that wear on equipment is cut, with resulting maintenance savings.

New improved tape matches reel improvements!

Supplied on the new 7" professional reel is a new type of magnetic tape that offers many technical advantages:

- New "Dry Lubricating" process eliminates tape and head squeal, produces a tape that turns in a faultless performance in extreme heat and humidity.
- New thinner construction allows more than 1200 feet of tape to be wound on the new 7" reel despite larger hub. Magnetic properties of this new tape are identical in every respect to the older "Scotch" Brand #111-A tape, the industry's standard of quality.
- Tape supplied on the new reel is 100% splice-free.
- Output variation is guaranteed to be less than plus or minus ¼ db at 1,000 cps within the reel, and less than plus or minus ½ db from reel to reel.

REG U.S. PAT. OFF.

SCOTCH BRAND MAGNETIC TAPE

Your supplier has the new "Scotch" Brand 7" professional reel with the new Dry Lubricated tape. See him today!

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

3M COMPANY

SALES SEMINAR

WSAB Hears Mitchell

FACTS provide the best tool for radio salesmen and should be used to direct businessmen to the audience they are attempting to reach, a three-day Washington State Assn. of Broadcasters sales seminar in Seattle was told Aug. 4-6 by Maurice B. Mitchell, vice president and general manager of Associated Program Service.

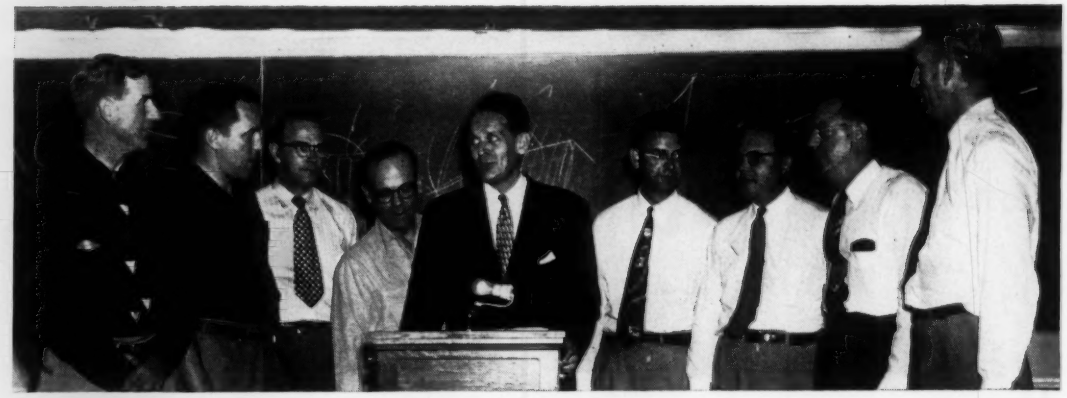
Mr. Mitchell conducted the seminar, which was open to Washington, Oregon and British Columbia broadcasters. Active in arrangements were Chairman Bill Simpson, KRSC Seattle; WSAB President Leo Beckley, KBRC Mt. Vernon, and Joe Chytil, KELA Centralia, WSAB Sales Committee chairman.

Radio salesmen must grasp the tools at their disposal and apply them for the best use of the time-buyer, Mr. Mitchell told the 85 broadcasters attending the seminar. He reminded that salesmen are now dealing with a second or third generation of a business family once thoroughly sold on radio and they must be supplied with the latest information on the true value of radio advertising.

Mr. Mitchell's topics ranged from discussion of newspaper competitive tactics to successful merchandising tie-in techniques adapted to radio. He called for a united selling campaign on behalf of radio as opposed to cut-rate station tactics which cut the value of the advertising dollar.

The original BMB measurement approach will emerge as one of the most accurate audience analyses yet developed, he predicted, pointing to its success in Canada. He praised work of Advertising Research Bureau Inc., which measures point-of-sale value of radio vs. newspaper advertising. "There is still no substitute for the actual merchandise being sold by radio as the only real test which satisfies the retailer and station owner and manager—and ARBI studies show that radio more than carries its end of the bargain in this regard," he said.

Mr. Simpson presented an engraved pocket watch to Mr. Mitchell for his services.



SHIRTSLEEVE sales clinic was held Aug. 4-6 by Washington State Assn. of Broadcasters, with Maurice B. Mitchell, Associated Program Service, as main speaker. Left to right: Leo Beckley, KBRC Mt. Vernon, WSAB president; Bill Simpson, KRSC Seattle; Allen Miller, KWSC Pullman; Rogan Jones, KVOS Bellingham; Mr. Mitchell; Carl Downing, WSAB; Joe Chytil, KELA Centralia; Fred Chitty, KVAN Vancouver; Robert S. McCaw, KXRN Renton.

Safety Council Awards

NATIONAL Safety Council's "Award of Merit" has been presented to Gabriel Heatter, Cedric Foster and Bill Henry, MBS newscasters, for their activities on behalf of the 1952 safety campaign. Citation was awarded to the three newsmen for their participation in NSC's *The Fight for Life* series, special transcribed programs carried by 1,135 radio stations across the U. S., according to Dan Thompson, NSC director of radio and television.

FM FORMULA

Designed To Promote Sales

FORMULA designed to promote sale of FM sets as an "extra" in a radio set-selling campaign is presented by NARTB and Radio-Television Mfrs. Assn. in a 48-page booklet titled "F-M-phasis."

Developed during the series of FM promotion test campaigns conducted in North Carolina, Wisconsin and District of Columbia under NARTB-RTMA auspices, the booklet gives detailed instructions. Included are available promotion devices, brochures, press releases, dealer broadsides, radio announcements and form letters.

The formula calls for four-week campaigns. Roles to be taken by broadcasters, manufacturers, distributors and dealers are outlined in detail. Coordinating for the two trade associations are John H. Smith Jr., NARTB FM Dept. director, and James D. Secrest, RTMA general manager. In addition, NARTB's FM Committee will participate under direction of Michael R. Hanna, WHCU Ithaca, N. Y., member of the association board of directors for FM and committee chairman. A special FM promotion group functions for RTMA.

AM SET SALES

Bright Future Seen by Brandt

DESPITE television, radio will continue as big business with retail set sales around $250 million annually, Arthur A. Brandt, general sales manager for General Electric Co.'s Receiver Dept., predicted last week.

Speaking from Syracuse after completing a regional tour, Mr. Brandt said the crux of the sales problem today hinges not upon the ability of the consumer to buy, but rather upon the ability of the salesman to sell a public well able to buy. He added that new features, like the clock-radio and a large replacement market plus the continued trend toward multiple ownership of radios, assures a substantial annual volume.

'COME ON DOWN'

Little Asks 'Saucermen'

TOP scientists and military authorities may not be at a loss for words to describe the current flying saucer phenomena, but few have agreed on the most plausible explanation.

In all the shouting from the labs to the Pentagon, nobody apparently thought to ask the "saucermen" themselves—that is, until a broadcaster got the idea. It remained for Lee Little, enterprising manager of KTUC Tucson, to go into action. In an actual broadcast, Mr. Little extended this personal invitation to the "gentlemen" in the saucers:

This is Lee Little, Manager of Radio Station KTUC Tucson, Ariz.; United States of America; North American Continent; Planet Earth. I wish to inform you "gentlemen" in the saucers that we of Planet Earth are friendly and have no intention of harming you in any way. The open area to the south of our building and to the east of our transmitting tower, though usually used for parking our antiquated means of terrestrial propulsion, is adequate for your landing needs. We would like to meet you and find out all about you. We are not your enemies. Rather, we are merely curious about you and your extra-terrestrial objects that have been cluttering up our skies for some years. Come on down.

Here are the conditions at the Earth's surface at present. Our atmosphere is composed of 78.03% Nitrogen, 20.99% Oxygen, 0.93% Argon, and 0.01% Hydrogen with much smaller proportions of Neon, Helium, Ozone and Xenon. The weight of this layer of atmosphere at the surface in Tucson is 27.39 inches of mercury. There is no wind or shifting of this atmospheric layer at the moment. The surface temperature based on a scale where water solidifies at 32 degrees and where it vaporizes at 212 degrees . . . that temperature is now 85. If these conditions will support your ability to exist, come on down and visit us.

ALL-DAY annual outing of NBC Chicago employes took place Aug. 5 at Medinah Country Club. Affair was sponsored by the company's Athletic Assn., and included a golf tournament, dining, dancing and entertainment.

DEFENSE DRIVE

Wyoming Stations Aid

THOUGH Wyoming is not considered an obvious target for an atomic attack, broadcasters of the state are planning a heavy schedule of civil defense programs and announcements during the Aug. 18 week at the request of Gov. Frank A. Barrett.

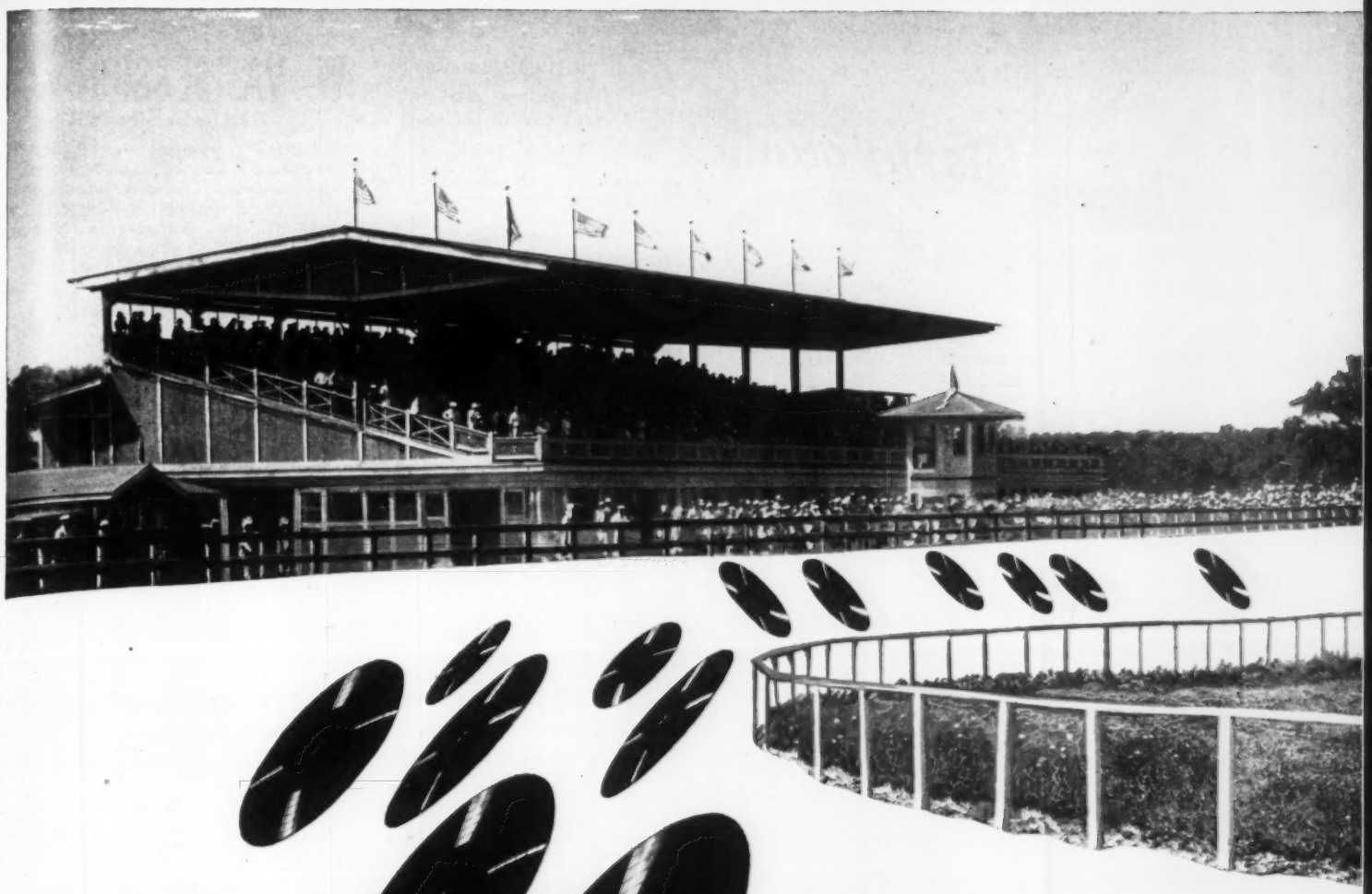
William C. Grove, KFBC Cheyenne, said the object of the drive is to bring home to people of the state, slow to react to importance of civil defense, the fact that "it can happen here." Each station is broadcasting a minimum of six spots per day, using both civil defense transcriptions and locally written spots. Messages are being carried during sports broadcasts, man-on-street interviews and similar features.

Stations taking part, Mr. Grove said, are KOWB Laramie; KRAL Rawlins; KVOC Casper; KWOR Worland; KFBC; KWYO Sheridan; KODI Cody; KGOS Torrington; KVWO Cheyenne; KPOW Powell; KSPR Casper; KWRL Riverton, and KVRS Rock Springs.

WJR Honored

SECOND public service award within a week was made to WJR-AM-FM Detroit Aug. 9 when the Michigan American Legion Auxiliary presented a citation to Worth Kramer, WJR vice president-general manager, in recognition of the station's quarter century of patriotic public service. Mr. Kramer accepted the award on behalf of the station before the assembly of Michigan delegates at the Legion State Convention in Grand Rapids. A week previously, Mr. Kramer was presented a "Certificate of Achievement" from the Dept. of the Army for WJR's outstanding cooperation with the Michigan Military District.

KBIG Avalon, Calif. and its operations was the subject of a 1,500-foot documentary film, produced last week by a 12-man camera crew from the United States Air Force. Dealing with the theme of two airmen on a weekend visit to a modern station, the film is intended primarily as a training misson.



setting new records

Wherever you go there's PRESTO . . . out in front in disc preference. To users of PRESTO discs the reason is obvious . . . these discs perform *better*. PRESTO performance is a result of careful craftsmanship and quality control from the meticulous preparation of the aluminum base right through to the final inspection and packaging of each individual disc in the world's most modern disc plant.

That's why the name PRESTO is your assurance of better disc quality, proven every day by PRESTO users in studios, stations and schools around the world.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

Yes, the figures below will certainly show how the Memphis market has grown in the last 10 years.

Comparison of 1942-1952 Growth in the Memphis market area

			Percentage increase
Population	1942	3,092,108	
	1952	3,569,600	15.4%
Radio Homes	1942	393,518	
	1952	818,303	108%
Effective Buying Income	1942	$896,976,000	
	1952	$2,802,534,000	212%
Retail Sales	1942	$615,917,000	
	1952	$2,269,052,000	268%
Food Sales	1942	$112,935,000	
	1952	$511,934,000	353%
Drug Sales	1942	$21,225,000	
	1952	$63,708,000	200%

In 1952, as in 1942, the radio station that reaches and sells the great Memphis market best is

WMC

MEMPHIS

NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

Strictly Business

(Continued from page 18)

Broadcasting, where he remained until 1939.

In that time, the company's column went from "about 15 shows a month to 499," operating one large studio 24 hours daily to accommodate transcription-hungry agencies. He was working as a junior salesmen when he resigned to join International Radio Sales, the Hearst radio subsidiary which acted as sales representative for Hearst's dozen stations.

In 1942, two weeks before he was married, he learned from BROADCASTING Magazine that he was about to be de-jobbed. The major Hearst properties were to be sold, and IRS to be disbanded. Undeterred by the prospect of unemployment and a call to the Army, he was married on schedule to the former Ranelda Ruch. They live in suburban Evanston with their youngsters, Bobby Jr., 8, and Kathleen, 5.

Army Service

For eight months before going into the Army, Mr. Flanigan worked in spot sales for the Red Network (later NBC), billing $1 million among his accounts in that time. Radio's verdant pastures nevertheless were replaced by Texas' dreary plains as he attended Coast Artillery OCS, switched to the Quartermaster Corps and convoyed trucks into China. His 18 months in the C-B-I Theatre ended in 1946, with Mr. Flanigan a first lieutenant.

He returned to Chicago and NBC and, shortly after the split between radio and TV sales efforts, was named manager of Radio Spot Sales early in 1951. His staff now includes four salesmen, with whom he works on local and area business.

Mr. Flanigan is a member of the Chicago Radio Management Club, and has taught radio sales at several NBC-Northwestern U. summer radio-TV institutes.

UNIFORM TUBES

Aim of Sept. 3 Meet

AN International Electrotechnical Commission session starting at Scheveningen, the Netherlands, on Sept. 3 will act upon a plan to promote the standardization of electron and radio tube sizes by manufacturers throughout most countries of the world.

Declaring that the eight-day meeting will clear the way for standardizing the base dimensions of tubes, Virgil M. Graham, director of technical relations of Sylvania Electric Products Inc., who will represent the Joint Electron Tube Engineering Council (JETEC) at the session, said standardization —interchangeability—is "of utmost importance from the viewpoint of both military application and international commerce."

Mr. Graham left last Tuesday for the Netherlands meeting.

W. VA. SESSION

Gets Miss Sloat's Tips

SIX-POINT program by which broadcasters can help timebuyers, with renewals and new business as a reward, was offered West Virginia stations Saturday at the West Virginia Broadcasters Assn. semi-annual meeting, held at the Greenbrier, White Sulphur Springs. The two-day session opened Friday.

Elaine Sloat, radio-TV timebuyer for Procter & Gamble at Benton & Bowles, New York, told the association that "in a sense all advertising is conceived on a local level so that the message will reach the maximum number of people by means of advertising which has the greatest appeal to them.

"Adding these locals together is what gives the client national coverage with a broad scope in mind to select the most effective combination of media in relation to national and local markets."

Miss Sloat listed her six points as follows: Maintain a clean operation; truthful and informative presentation and promotion pieces; good sales representation; cooperation in industry evaluation studies; cooperation in merchandising; active part in broadcasting industry associations.

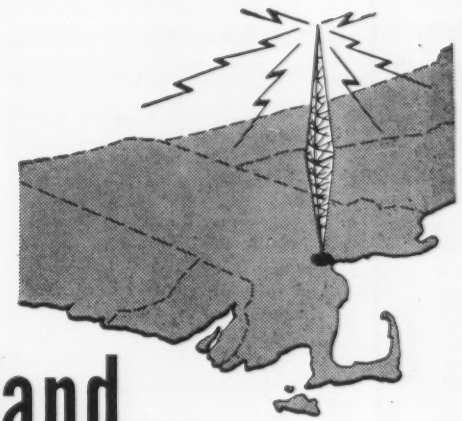
"We are looking more critically at radio because of the appalling rise of TV in the advertising world," Miss Sloat said. "Radio has two extra plusses: Out-of-home listening, and in-home (other than the living room) listening. As long as radio continues to maintain its high standards we as advertisers will be interested."

Stephen Douglas, director of sales promotion, Kroger Co., Cincinnati, gave an illustrated talk on salesmanship at the luncheon session. A. Lovell Elliott, Charleston advertiser, spoke on the topic, "On the Other Side of the Dotted Line."

TV appeared on the agenda with a talk by James M. Caldwell, WAVE Louisville, on selling radio in a television market. Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, explained work of the industry sales organization. CBS showed its film presentation, "More Than Meets the Eye."

Officers of the association are John T. Gelder, WCHS Charleston, president; William E. Rine, WWVA Wheeling, vice president; Alice Shein, WBTH Williamson, secretary-treasurer. Board members are Les Golliday, WEPM Martinsburg; Fred Zimmerman, WBLK Clarksburg; Charles High, WGKV Charleston; Virginia Cooper, WJLS Beckley; Flem Evans, WPLH Huntington; Pat Flanagan, WHIS Bluefield; Lawrence H. Rogers, WSAZ-TV Huntington; John Phillips, WHTN Huntington; Joe L. Smith Jr., WJLS Beckley.

MAGNAVOX Co., Fort Wayne, Ind., has declared dividends on common and Class A stock. Dividend on common stock is 37½ cents a share, payable Sept. 15 to stockholders of record on Aug. 25. Dividend on Class A stock is 25 cents a share, payable Sept. 1 to stockholders of record on Aug. 15.



Advertisers.. even New England advertisers.. are "amazed at the wide range" of WBZ

BOSTON

50,000 WATTS
NBC AFFILIATE

CUTICURA PREPARATIONS, made in Massachusetts since 1878, have long been advertised on the "WBZ Home Forum" with Mildred Carlson. Results get better and better! Writes Cuticura's Francis M. Putnam: "We are very happy with the results of your 25-cent offer, and we are amazed at the wide range you are obtaining. This promotion has been very successful in forcing distribution, and we know that a high percentage of those trying Cuticura Shampoo for the first time will become regular users."

Not only in geographical coverage but in measurable sales influence, this is typical of the job being done regularly by WBZ. Want more data on performance or availabilities? Apply to Tom Meehan at WBZ, or to any Free & Peters office.

Westinghouse Radio Stations Inc
KYW · KDKA · WOWO · KEX · WBZ · WBZA · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

Sales FOR SALE!
in America's 6th City

CURRENT AVAILABILITIES

on WFBR's prize collection of home-grown shows. All are subject to prior sale . . . none will be available for long. Timebuyers: how do these fit your fall schedules?

CLUB 1300
Completely outclasses its field—No. 1 show of its kind!
1 STRIP ACROSS THE BOARD

MELODY BALLROOM
Top-rated disc jockey show in Baltimore!
7 SPOTS

NELSON BAKER SHOW
1st in its time period!
1 STRIP ACROSS THE BOARD

EVERY WOMAN'S HOUR
Top-rated 30-minute woman's show!
6 SPOTS

SHOPPIN' FUN
Top locally produced show in its period!
4 SPOTS

MORNING IN MARYLAND
Misses being tops for 3-hour period by a fraction!
SOLD OUT

For quick action, write, wire or phone your John Blair man or any account executive of

WFBR
ABC NETWORK
5000 WATTS IN BALTIMORE, MD.

RADIO BEST FOR SAVINGS & LOAN FIRM

Hausmann Agency Finds in San Diego Survey

TO HOME Federal Savings & Loan Assn. of San Diego, radio is the "best business getter" and the medium that pays big dividends in new customers for advertising dollars spent.

In this way, Jack Hausmann, head of his own advertising agency in San Diego, described results of a survey the agency made for the savings association, when speaking to members of the San Diego Advertising & Sales Club.

Combined spending of only 38% of its advertising budget on radio, TV and newspapers brought in 52.8% of the firm's new business, Mr. Hausmann said. Survey showed that of 62% spent for all other media only 41.8% returns in new customers were realized.

Home Federal has sponsored a five-per week morning newscast on KSDO and only of late a similar afternoon program on KCBQ. An average of four spot announcements also is used weekly on KFMB-TV. Additionally, spots are used on other San Diego outlets during the firm's month-end consolidated period. Mr. Hausmann personally handles newscasts for his client.

When Home Federal asked for detailed analyses on how its advertising money was being spent and which medium was giving the best results, Mr. Hausmann employed a three-section card survey plan. Each section contained a set of questions which were mailed to the 538 newest clients. A brief letter from the firm's president, Charles K. Fletcher, asked the client's cooperation. A self - addressed stamped return envelope was enclosed.

Medium Credits

Cards were keyed to give the dollar bracket in which the interviewee could be placed. Question was "How did you hear about Home Federal?" and listed these media: Radio, street poster, television, bus cards, billboards, a friend, newspaper, direct mail and others.

Section two asked whether the client listened to radio or viewed TV, and the third section asked for a check on the reason the client finally selected Home Federal. Some 273 cards were returned. Home Federal handled all the mechanics of mailing and even analyzed the results.

Some of the results: In the $1-499 group, 77.8% listened to radio and 22.2% viewed television; $500-999 bracket, 63.1% radio and 36.9% TV; $1,000-5,000 group, 69.6% radio and 30.4% TV. In the highest bracket, over $5,000, 76.9% radio and 24.1% TV. Overall picture in the four groups gave radio, 71.8%, and TV, 28.2%.

As Mr. Hausmann explained, radio led in all four income brackets and was strongest in the lowest and highest, while TV made the best showing in the two middle income groups.

"The lesson we deducted," he said, "was that while TV is a rapidly growing medium and a very healthy one for its age, radio is still a mighty factor in the advertising program of our type of financial institution."

Although not revealing budget figures, he noted that "while radio brought more of our business and 71.8% of Home Federal's clients said they listened to radio and only 28% viewed television, my client spent substantially more on radio than on television."

Responses to the question, "How did you hear about Home Federal?" showed that substantially more people in each bracket listed radio as the media, he declared.

In the $1 to $499 and $500 to $999 groups, the survey placed newspaper advertising in second place. The $1,000 to $5,000 bracket had TV second and in the over $5,000 video and newspapers tied for second place.

Television was third in the $1 to $499 group, direct mail third in the $500 to $999 and newspapers third in the $1,000 to $5,000 catagory. Video and newspapers tied for second place in the over $5,000 bracket.

Giving a breakdown, Mr. Hausmann revealed the following total percentages by groups:

$1 to $499

Radio	36.5
Newspaper	12.6
TV	8.7
All Other	42.2

$500 to $999

Radio	28.2
Newspaper	15.2
Direct Mail	8.7
All Other	47.9

$1,000 to $5,000

Radio	41.5
TV	12.9
Newspaper	10.8
All Other	34.8

Over $5,000

Radio	33.3
TV	9.5
Newspaper	9.5
All Other	47.7

The overall percentages in all groups combined were listed as radio 36.3; newspaper 12.6; TV 9.3; and all other 41.8.

"Analyzing the survey report from the angle of income brackets, radio scored an across-the-board victory in the lower, middle and upper brackets," Mr. Hausmann said.

WEBSTER-CHICAGO sold and produced 44.1% of all tape recorders manufactured during the first four months of this year, according to Howard McClosky, vice president in charge of manufacturing. Claim is based on records of the Armour Research Foundation, Chicago.

NARND AWARDS

Entries Being Accepted

ENTRIES for the National Assn. of Radio News Directors 1952 radio and TV competition now are being accepted, NARND Awards Committee Chairman Baskett Mosse announced last week.

Mr. Mosse, who is chairman of the radio and TV division of the Medill School of Journalism, Northwestern U., Evanston, Ill., said deadline for this year's entries is Oct. 15. The NARND awards committee chairman said all radio and television stations in the U.S. and its territories are eligible.

Nominations may be made by stations, networks or any other party including advertising agencies and universities which have radio and television courses.

Classifications, all of which may be entered by any station, are (1) To the radio station providing the most complete and enterprising general news service of the year in its community, (2) to the television station providing the most complete aural-visual news service in its community and contributing most to the general progress of television news and (3) to the radio or television station which did the best and most complete job or displayed the most enterprise and/or courage in reporting one news story or feature during the year.

Mr. Mosse said his committee's policy is that the board of judges use as its yardstick the facilities available to each station, weighing each entry in accordance with the size of its staff and the available facilities in the newsroom.

Winners of the gold trophies, who also will receive distinguished achievement certificates, will be announced at the annual NARND convention banquet. Last year's winners were WHO Des Moines, WBAP-TV Fort Worth and WTIC Hartford, Conn.

Income Data

WAGES and salaries in private industry rose $500 million in June over the previous month, reaching an annual rate of $146 billion, according to the Office of Business Economics, U. S. Dept. of Commerce. OBE also reported that slightly higher employment and average weekly earnings in nondurable goods industries offset a wage loss in durable goods (radio-TV receivers, etc.) industries. Overall personal income during June was up $1½ billion over May, with an annual rate of $266 billion, as was employment in manufacturing.

WILLIAM R. TRAUM, director, radio-TV division, The Town Hall, and Seymour Siegel, director of New York's Municipal Bcstg. System, spoke on "Radio in Stimulating Community Action" at the New School for Social Research July 29.

Capitol relies on

AMPEX

to capture the natural color
and true perspective
of original live performances
for
Full Dimensional Sound

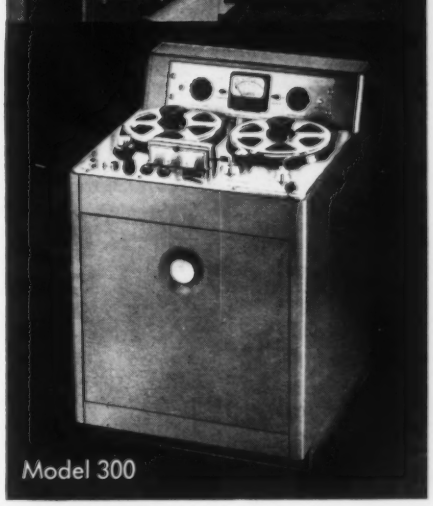
FDS
Full Dimensional Sound

Capitol CLASSICS

STUDIO CONTROL ROOM

EDITING ROOM

RECORDING ROOM


Model 300

. . . in its superb recording techniques, especially created for its Classical FDS Releases, Capitol Records, Inc. utilize to the highest degree the dynamic fidelity and dependability of Ampex Model 300 Recorders.

AMPEX

Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION *Redwood City, California*

AX-108

Only ONE Station

DOMINATES

This

15-County

Market

with

HOME

FURNISHINGS

SALES

of

$38,324,000*

** Sales Management, 1952 Survey of Buying Power.*

WSJS

The Journal Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

ALLOTMENTS

Materials Plan Set

AN AUTOMATIC allotment procedure designed to free many radio-TV set manufacturers and other companies from filing requirements and boost their quotas of materials will go into effect Jan. 1, 1953.

Set makers who received certain allocations for the current quarter will be eligible for the new system, announced last Monday by the National Production Authority. The procedure was devised partly because of slashes in NPA personnel dictated by appropriation cuts. It assures that set manufacturers will continue to receive enough materials to meet receiver demand.

Self-authorization technique, under which producers of receivers may certify their own orders for steel, copper and aluminum, will be continued, NPA said. This enables manufacturers to order up to 25 tons of steel, 10,000 pounds of copper and 20,000 pounds of aluminum.

Under the new allotment procedure, set makers may calculate their own requirements and obtain materials without NPA approval providing their third-quarter allotments do not exceed 500 tons of carbon steel, 40,000 pounds of copper and 60,000 pounds of aluminum. System goes into effect with first-quarter 1953 quotas, relieving these producers of the need for filing with the agency.

In effect, "the automatic method picks up where the self-certifying technique leaves off," according to NPA Administrator Henry H. Fowler. It will apply to those firms who use more materials than permitted under self-authorization but who were allotted in this quarter less than the above-mentioned quotas.

Spelled out in the method goes a bonus for those companies eligible for the automatic procedure—a bonus not accorded those who still must file CMP-4B applications. They will receive 100% of the first 60 tons of carbon steel, plus 60% of the excess between 60 and 500 tons—or the ceiling on third-quarter usage.

A new priority system also has been set for radio-TV broadcasters intent on constructing new buildings or making major project alterations. The system applies criteria for potential new construction, restricting broadcasters on requests for steel until the first of the year [B•T, Aug. 11].

Pulse Adds 5 Markets

THE PULSE INC., New York, last Monday announced the addition of five new markets to its Pulse Reports, according to Dr. Sydney Roslow, director. New areas to be measured include Pittsburgh, Columbus and Portland, Ore., for radio, plus Dallas and Fort Worth for both radio and television.

The firm now is supplying TV ratings in Pittsburgh and Columbus.

BUS DISASTER

WACO, WAVZ Claim Scoops

SCOOP is being claimed by WACO Waco, Tex., in its coverage of the worst bus tragedy in National Safety Council records. Two buses carrying 57 persons collided near Waco on Aug. 4. Over a score of persons were killed. First to break the story was Goodson McKee of WACO when the station went on the air at 5:30 a.m.

Lee Glasgow, manager of the station, and Jesse Dove, chief engineer, went immediately to the emergency room of Providence Hospital where on-the-spot tape interviews with survivors were obtained.

WACO fed telephone interviews to KTSA and KITE, both San Antonio, KNUZ and KTRH Houston and WFAA Dallas. An interview also was fed to ABC's *Headline Edition* program by WACO.

WAVZ New Haven, Conn., independent station, claimed a scoop over network rivals in coverage of the Texas disaster.

Station newsmen George Phillips and George LeZotte placed a telephone call to the *Waco Times-Herald* and taped a telephoned interview with the newspaper's executive editor, Sam Wood, one of the first to reach the scene. Cuts of the tape recording were used on five newscasts.

NBC CHICAGO

Announces Five Renewals

NBC Chicago last week chalked up five radio network renewals totalling $2,345,000 in billing, according to Gordon Mills, network radio sales manager there.

Armour & Co., Chicago, through Foote, Cone & Belding, same city, re-ordered *Dial Dave Garroway* for 52 weeks from Sept. 1. The quarter-hour daytime strip is aired on the full AM network for Dial soap. Allis-Chalmers Mfg. Co., Milwaukee, renewed for the eighth consecutive year *The National Farm and Home Hour* on Saturdays from Sept. 5 through Bert S. Gittins agency, also Milwaukee.

Henri, Hurst & McDonald, Chicago, for Skelly Oil Co., Kansas City, ordered renewal of a five-a-week quarter-hour newscast with Alex Drier and the 15-minute Saturday feature, *This Farming Business*, both on a 30-station network for 52 weeks from Sept. 1.

Wesson Oil and Snowdrift Sales Co., New Orleans, through Fitzgerald Adv. agency, same city, renews the quarter-hour daytime strip, *Dr. Paul*, on 62 stations for 52 weeks from Sept. 1. Fifth order was from Faultless Starch Co., Kansas City, for 52-week renewal of *Faultless Starch Time* on 60 stations from Oct. 1 for 52 weeks through Bruce B. Brewer agency, same city.

PI OFFERS

Christmas Avalanche Begins

MERRY CHRISTMAS!

With more than four months to go, broadcast stations already are being greeted by a per inquiry offer covering Christmas cards. The offer comes from Radio Adv. Corp. of America, Jersey City (TV, radio, publicity and general advertising).

Handling the Welcome Greeting Card account, the agency offers to pay $1.65 less 15% ($1.40 net) on each lead for agents to sell cards. "There's no money to handle, no refused COD's, no 'nixies'," according to a letter sent stations by Michael A. Fiore, president.

"If it clicks on the test, you can schedule it as often as possible," Mr. Fiore adds. The campaign runs to about Nov. 1. "Best of all," he concludes, "they pay promptly."

An offer to stations from Robert J. Enders Adv., Washington, D. C., proposed to pay $5 less 15% per telephone lead for a low-priced vacuum cleaner selling below $20. Letters conclude, "Our client is prepared to spend up to $1,000 per week with your station." The agency represents a group of vacuum cleaner stores.

Bitter protest against a free-plug program offered by Mutual Life Insurance Co. of New York was made to the company by Karl F. Janssen, program director of KTUL Tulsa. Mr. Janssen's letter reminded that a polio program included publicity for the company. He adds that information on the subject is provided stations by the National Foundation for Infantile Paralysis. "Of all the advertising media, radio stands far out in front regarding the amount of time and talent given in the public service," he points out.

WFDF EXPANSION

Leases 3-Story Building

EXTENSIVE expansion program to make its physical plant "one of the most modern radio stations in the country" will be launched by WFDF Flint, Mich., Lester W. Lindow, secretary-general manager, announced Thursday.

WFDF, now in its 31st year of broadcasting, has leased a three-story downtown building at Garland and First Ave. in Flint, and plans to start alterations and remodeling shortly. The station, an applicant for TV Channel 12 [B•T, July 7], plans to leave room for further expansion in anticipation of FCC grant of the VHF channel.

Mr. Lindow said the AM station will be located on the second floor of the building, with the remainder of space available for rental. The facility will have four major radio studios and a master control room for radio, he said. New technical equipment also will be installed in many instances, he added.

Mr. Lindow said no date has been set for completion of remodeling, when WFDF will move into its new quarters.

HOP ABOARD NOW...
Radio's only space adventure series available for local and regional sponsorship!
Your "Request" Show!
Hundreds of broadcasters were surveyed as to the most-wanted, easiest-to-sell show their audiences and advertisers wanted — and here's the answer — a science fiction series with a big "plus" — exclusiveness! The only show "custom" transcribed for sponsorship in your community! This program is available to only one station in each area!
It's The Hottest Thing In The Air!
Authentic scientific flavor and exciting imaginative treatment put it in the forefront of the mass-audience science fiction appeal. Documented by John W. Campbell, Jr., Editor of Astounding Science Fiction Magazine!
It's A Natural!
...for beverages, dairies, bakeries, food, clothing and drug items, specialty shops, department stores and hosts of other products and services. This program will be a leader in any market, and its power will be outstanding in the highly competitive markets.
It's A Prize Package!
Can be sold as 15 minute strips or half-hour segments.
"THE PLANET MAN"
PLANET MAN GETS AUDIENCES...SPONSORS...RESULTS!
Write, wire or phone for a free copy of audition platter.
Contact: PALLADIUM RADIO PRODUCTIONS, INC., 445 PARK AVE., NEW YORK 22, N. Y. • PLAZA 9-8644

STAFF SHIFTS

Made for Clearfield Outlets

W. K. ULERICH, president, Clearfield Broadcasters Inc., Clearfield, Pa., last week announced personnel shifts and promotions among the three corporation stations, WCPA Clearfield, WAKU Latrobe, Pa., and WJCM Sebring, Fla.

William J. Thomas, WCPA manager, has been named general manager of the trio of company-owned stations. Mr. Thomas formerly was *Main Street Editor* on KDKA Pittsburgh.

Joe Milsop, a WCPA staffer since it went on the air in 1947, has been promoted to be manager of WCPA. Miss Margaret Nemeth was made assistant manager.

LeRoy W. Stauffer, formerly assistant manager at WCPA, continues as manager of WAKU Latrobe. Mr. Stauffer also at one time was manager of WNCC Barnesboro, Pa.

Jonas Termin, who has been serving as commercial manager at WCPA, will become station manager at WJCM, later this month. Al Frank, announcer-engineer at WJCM, has been named assistant manager of the Sebring station.

BLOOD CAMPAIGN

More Radio-TV Aid Asked

ALL MAJOR media, including radio and television, and the Advertising Council are being asked to continue their operation on behalf of the long-range blood donor campaign.

The call was sounded anew last Monday for the National Blood Program by Dr. John R. Steelman, acting director of the Office of Defense Mobilization. He requested an all-out public information drive utilizing all media to obtain donors.

President Truman has assigned responsibilty to ODM for coordinating the joint efforts of the American National Red Cross, the Dept. of Defense and the Federal Civil Defense Administration.

The Red Cross is serving as collecting agency for the drive. Blood collections have dropped off in successive weeks of the Armed Forces Donor Program, now in its 47th week. Military pitch is one phase of the overall national program to meet military, civilian and civil defense needs.

TELEPHONE number for WPIX (TV) New York has been changed to Murray Hill 2-6500.

Until . . . . .

a better one comes along
radio remains the best medium
for reaching all Maine income groups.
Longer experience and continuous effort to best serve the public interest keep the MAINE BROADCASTING SYSTEM tops in reaching at least seven-eighths of Maine's 299,910* radio families.

*(*Consumer Markets 1951-1952)*

WCSH Portland **WRDO** Augusta **WLBZ** Bangor

Represented by
Weed & Company Nationally
Bertha Bannan New England

MISS OKLAHOMA

KVOO Star Wins Title

Miss Barbour receives congratulations over the KVOO telephone upon winning the Miss Oklahoma contest.

* * *

KVOO Tulsa, Okla., will have more than passing interest in the Miss America contest this year. This year's Miss Oklahoma is Shirley Barbour, 19-year-old moderator of *For Feminine Ears*, 15-minute KVOO variety program.

A Tulsa U. sophomore, Miss Oklahoma carries a fulltime school workload. She joined the KVOO staff as receptionist a year ago and rose rapidly to her present position at the station.

The Oklahoma beauty, who won the Miss Tulsa title on her way to the state beauty title, says she wants to win one of the scholarships at the Atlantic City beauty pageant Sept. 1-7.

KVOO listeners found it hard to believe that Miss Barbour, who was 19 on July 23, was so young. On her program she advises her radio audience on planning showers, meals and household decorations.

WMT Special Feature

EIGHT radio farm directors from drought-ridden areas in the South, East and Southeast sections of the country have cooperated with WMT Cedar Rapids in producing *Operation Disaster*, a half-hour documentary for Iowa's rural listeners. Cooperating on this special feature were the following farm directors: John Holmes, KLRA Little Rock, Ark.; Jake Brofee, WCSH Portland, Me.; John McDonald, WSM Nashville; Frank Atwood, WTIC Hartford; Malcolm McCormick, WBZ Boston; Frank Raymond WDVA Danville, Va.; Jack Timmons, KTBS Sheveport, La., and Bob Crom, radio-TV service, Dept. of Agriculture. The WMT series was written by Doug Grant, with commentary by Chuck Worcester and John Combs, of the WMT farm department.

'FORCED LISTENING'

Candidates' Stand Demanded

DEMAND that the Democratic and Republican Presidential candidates make known their stands on "forced listening" by "captive audiences" was made to Gov. Adlai Stevenson and Gen. Dwight Eisenhower last Monday by the National Citizens Committee Against Forced Listening.

The committee, which said it was organized in 1949 to campaign against "infliction of forced listening," demanded of the candidates that they "make known to voters without undue delay where you stand on the question of eradicating the totalitarian evil known as forced listening by means of a federal statute."

"Forced listening" and "captive audiences" are the general terms used to refer to listeners of functional music broadcasts over FM systems in busses and street cars.

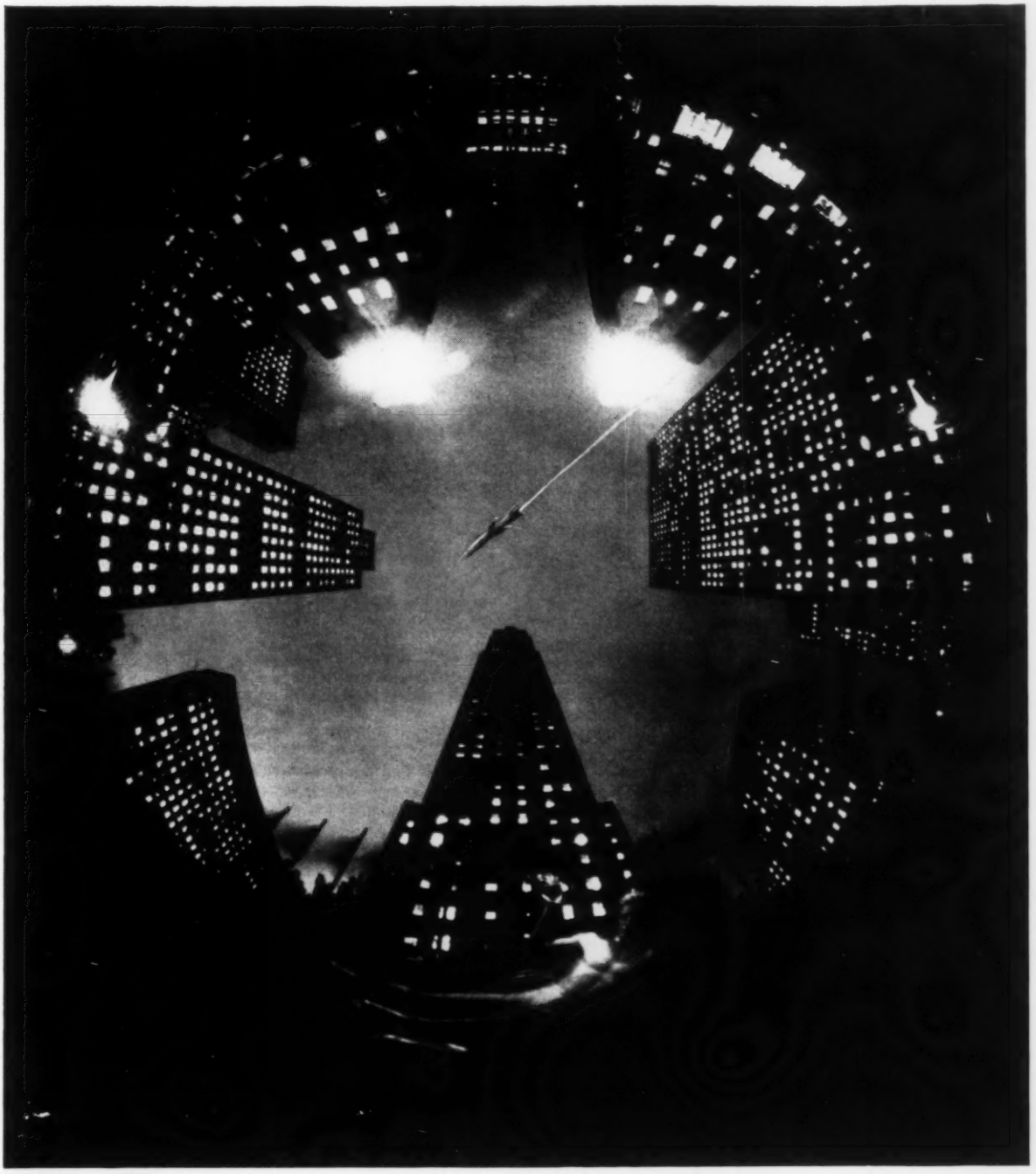
Referring to the U. S. Supreme Court decision in favor of WWDC-FM Washington [B•T, June 2], which operates an FM functional music system over city busses and street cars, the NCCAFL said the the Supreme Court did not decide that "forced listening" was either desirable or "in keeping with . . . personal, individual liberty," but merely that it could not find it to be "unconstitutional."

"It is clear," the NCCAFL added, "that the growing evil of forced listening, which we now find in public transportation vehicles in a number of cities, including Washington, can and should be halted through the enactment of an effective federal statute."

Philco Sales Report

SALES of Philco Corp. for the second quarter of 1952 were the largest for that three-month period in the corporation's history and totaled $80,917,000 as compared with $57,499,000 last year. William Balderston, president, added that earnings from operations before taxes in the second quarter of 1952 increased to $4,604,000 from $492,000 last year. In the first six months of 1952, sales of Philco Corp. totaled $165,156,000 as compared with $171,023,000 in the same period a year ago. Earnings in the first six months of 1952 reached $4,289,000, as against a revised net income of $5,741,000 in the same period last year.

BREWING Corp. of America, through Lang, Fisher & Stashower, has commissioned Phil Davis Musical Enterprises, N. Y., to create a spot campaign for radio-TV. Potosi Brewing Co. of Wisconsin is negotiating with the firm for purchase of the musical trademark "Oh, What a Wonderful Beer is Potosi."



They fly a space ship- New York to Los Angeles!

Every Tuesday, the mighty space ship of Tom Corbett – Space Cadet leaves from New York for Los Angeles and seventeen cities in between – on film!

This popular TV program must arrive on time, and it always does. The films are shipped via the world's fastest method – Air Express!

And each 5-lb. shipment to Los Angeles costs only $5.94 – 12% TO 30% LOWER than the other commercial air services!

Air Express is a nationwide carrier, giving shipping room to receiving room service – and at lower rates in many weights and distances than any other commercial air service!

Next time you ship, express yourself clearly. Say Air Express! Division of Railway Express Agency.

1952 – OUR 25TH YEAR.

AIR EXPRESS

GETS THERE FIRST

WCBS PROGRAMS Add Kimbrough in Bolstering

THIS afternoon (Monday) Emily Kimbrough launches a new weekday afternoon program on WCBS New York. For Miss Kimbrough it means an entry into commercial radio in search of new laurels to add to those already won as an author and lecturer. For WCBS it means the latest in a series of program changes designed to increase the station's sales and profits.

How well this new plan has succeeded was revealed last week by Carl Ward, WCBS general manager. "Sales for each month this year have been ahead of the same months of 1951," he told BROADCASTING • TELECASTING, "with increases for two months exceeding 25%. The outlook for fall is good, with a lot of new business already signed. In two days last week, for instance, our salesmen brought in $169,000 worth of new business."

As key station of the CBS Radio Network, required to carry a full network schedule, WCBS has only a limited amount of time available for local programming and local sales. There is the morning period from sign-on time at 5:30 until 10, and late afternoon stretch from 4 to 6, and a late evening period, 11 to 11:30.

Shortly after Mr. Ward became WCBS manager (in August 1951) he and Sam Slate, who was named program director of WCBS about two months later, agreed on a fundamental theory of operation: That the local programming should be built around personalities, scheduled so as to compete most effectively with programs of other New York stations.

Tried Faulk Show

"One of our chief problems," Mr. Slate noted, "was that we had two expensive shows in the afternoon —John Reed King's *Missus Goes A-Shopping* and *Hits and Misses*, a quiz show—on which the station was losing money. We decided to try a different kind of show—John Henry Faulk, a Texas humorist and authority on folk songs, in an informal, homey kind of program which we spotted five afternoons a week from 5:05 to 5:55 p.m., starting last December.

"It's an inexpensive show, but it was still a calculated risk in view of the opposition," Mr. Slate said, pointing out that two of New York's most popular disc jockeys—Martin Block and Art Ford—as well as NBC's soap operas are on the air at that time.

The gamble paid off, Mr. Slate reported. During that time period today WCBS enjoys both higher ratings and increased sales to sponsors than formerly, he said.

"Our second problem was that the morning period was comprised of solid talk programs," Mr. Slate said. "Their ratings were good but there seemed to be potential for even better ratings. Since competitive stations also had talk programs at the time, with the exception of music on WNEW, we thought of a musical show with a personality. Specifically, we thought of Joan Edwards, so we got together with Gordon Auchincloss, writer - producer who had worked with Joan, recorded some audition platters and they were immediately successful.

"As a matter of fact, the show was 60% sold out before it started on the air, in the 9:30-10 a.m. period, Monday through Friday. The rating figure when she started in March was 2.8. It has climbed steadily, month by month, and the program is now the top rated participating show in New York, according to Pulse, whose June report gave it a rating of 3.9."

The success of the Joan Edwards show, which is now completely sold out, prompted the WCBS executives to extend its early morning musical programming and last Monday (Aug. 11) Bob Haymes, young singing star, started on WCBS in a five-a-week program from 8:15 to 9 a.m. The change not only will strengthen the WCBS schedule at this time, the station's management believes, but it also eliminates the Bob Haymes program on WNEW which has been Miss Edwards' strongest competition.

"Realizing also that news plays a major role in station operation, we have increased our news periods at every opportunity," Mr. Slate said. WCBS now has five-minute local news programs at 6, 6:30, 7, 7:30 a.m. and at 5 p.m., in addition to the network news shows it carries.

Mr. Ward pointed out that the Faulk, Edwards, Haymes and Kimbrough programs all fit in with the general programming theory of providing local shows of broad audience appeal, built around a personality.

In addition to the program changes, Mr. Ward stated that WCBS also has benefited from a change in the sales set-up which now gives the station 14 salesmen in place of the four it had a year ago. With 11 men on the New York staff of CBS Radio Sales, plus three assigned exclusively to WCBS sales, WCBS has the added sales strength it needs in the face of current competition, he said.

"The picture is appreciably better, spot-wise, than it was a year ago," Mr. Ward said. He credited the improvements in both sales and ratings to the teamwork of Mr. Slate, sales manager Bill Miller, promotion manager Don Foley and the entire WCBS staff.

1951 INCOMES UP
To Raise Demand, Prices

PERSONAL incomes were up in 1951 over the previous year—and so were prices and production under the impetus of expanding demand.

That was the latest inflationary word from the Commerce Dept.'s Office of Business Economics, which surveyed incomes in 1951, by states. Total individual incomes rose 12%, per capita, 10%.

Individuals in four states stood to gain the sharpest pay boosts—ranging from 18% to 23%—largely because of a sharp rise in farm income. These states were Arizona (23%), South Carolina (21%), and New Mexico and South Dakota (18% each).

Increases of 16% were shown for Colorado, Georgia and Nevada and of 15% in Indiana. Kentucky, Ohio, Utah, Virginia and Wyoming.

Per capita incomes last year ranged from $771 in Mississippi to $2,100 in Delaware and the District of Columbia. Other top-rankers were Nevada, Connecticut, New York, California, Illinois and New Jersey—the last four comprising the more populous states.

JOSEPH E. BAUDINO (l), vice president and general manager of Westinghouse Radio Stations Inc., receives congratulations and a 25-year-service emblem from Gwilym A. Price, Westinghouse Electric Corp. president, at a special ceremony in Pittsburgh.

Perfect Host

RAYMOND MORIN, WTAG-AM-FM Worcester, Mass., was touring Puerto Rico, Jamaica and Haiti gathering special recordings of voodoo and native drum music for use on his weekly *World's Greatest Music* series. Frank Magloire, who operates station MBC in Port-Au-Prince, Haiti, gladly dubbed some discs for Mr. Morin, and altogether was much more cooperative than a fellow broadcaster would have a right to expect. When Mr. Magloire discovered that he needed the use of a turntable which was then on the air, it created no insurmountable problem to him. He simply picked off the broadcast disc, thereby taking the station completely off the air. An hour later, MBC went back on the air—but only after Mr. Magloire had finished helping Mr. Morin.

WMRO PETITIONS
For Immediate Renewal

PETITION for reconsideration and grant without hearing of its license renewal application was submitted last week to FCC by WMRO Aurora, Ill. The renewal hearing, now indefinitely postponed, had been ordered to determine whether WMRO has filed timely applications and reports with the Commission and whether it has operated in compliance with FCC's rules and engineering standards.

WMRO acknowledged certain reports unintentionally had been filed late with the Commission in the past, but asserted new office procedure has been adopted which assures prompt attention to such matters in future. The petition also said that as of Aug. 5 an examination of FCC's engineering and monitoring files showed no outstanding citations against the station. WMRO contended it can "unequivocally state" it is "operating in complete compliance" with the rules and standards.

The petition acknowledged that on two occasions last winter the 250 w daytime outlet (1280 kc) operated past regular sign-off time in contravention of the rules, but the FCC was so advised. WMRO in December, at the request of the Aurora mayor, broadcast overtime as an emergency public service during a blizard, the petition stated, and similarly in January operated overtime because of an impending transportation strike.

WMRO is owned by Martin R. O'Brien. The petition was filed by A. Harry Becker, Washington radio attorney.

Today's time selling techniques call for a re-evaluation of All selling tools

Some thoughts on time selling inspired by the Spot Radio Promotion Handbook which consolidates many years of research into time buying practices.

In the old days the general philosophy of selling was charm, glamor, glad-handing the prospect. Radio station managers were no exception.

But today, judging from our continuing studies, radio managers and their representatives are making a highly successful transition to modern SERVICE-Selling. Here the emphasis is on *discovering* and *serving* the needs of each prospect.

So how do you line up your sales tools today?

The basic tools of selling time break naturally into two groups:

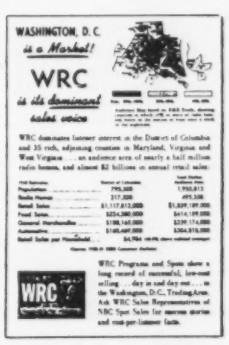
1. Tools of SERVICE-Selling—
   - **a.** Station salesmen and representatives
   - **b.** Service information for media files
   - **c.** Service-Ads in buyers' service publications
2. Tools of PROMOTIONAL-Selling—
   - **a.** Direct mail promotion
   - **b.** Advertising in the trade publications

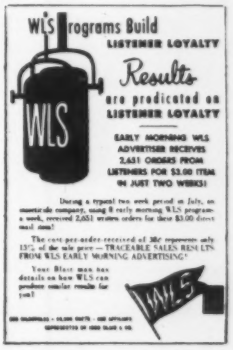
PROMOTIONAL-Selling Tools are used to stress one or more features of the station; seek to impress all who may *ever* become interested; and to direct those who are *currently* interested to available *service* information.

SERVICE-Selling Tools are used to supply the advertiser with needed buying information; make this information available to the men who use it, at the time they need it.

Here are good examples of SERVICE-Selling Tools at work

When Service-Ads in RADIO RATES AND DATA contain useful information like the ones reproduced here they become a *preliminary* to promotional selling . . . and serve a double purpose: (1) they give buyers the kind of information needed, right where they are looking for it; (2) they "file" up-to-date expanded information in the logical place for quick reference when promotional selling creates interest in your station.



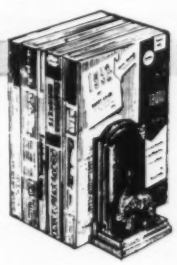


The handbook that your customers "talked"

That's right, talked. Agency men and advertisers—hundreds of them—sat at their own desks and told our interviewers *how* they selected stations, *when* they made their selection, *who* besides themselves participated in decisions, *what* kind of information is most helpful. They told it all—straight from their busy offices.

STANDARD RATE has assembled their comments into the SPOT RADIO PROMOTION HANDBOOK, organized into three basic sections: 1. Who Participates in Time Buying. 2. What These Buyers say They want to Know about Radio Stations. 3. How to Reach the People who Influence Time Buying. Those interested in adapting their selling methods to the needs revealed by these men can obtain a copy of the SPOT RADIO PROMOTION HANDBOOK for the nominal charge of $1.00.

S R D S



STANDARD RATE & DATA SERVICE, INC.

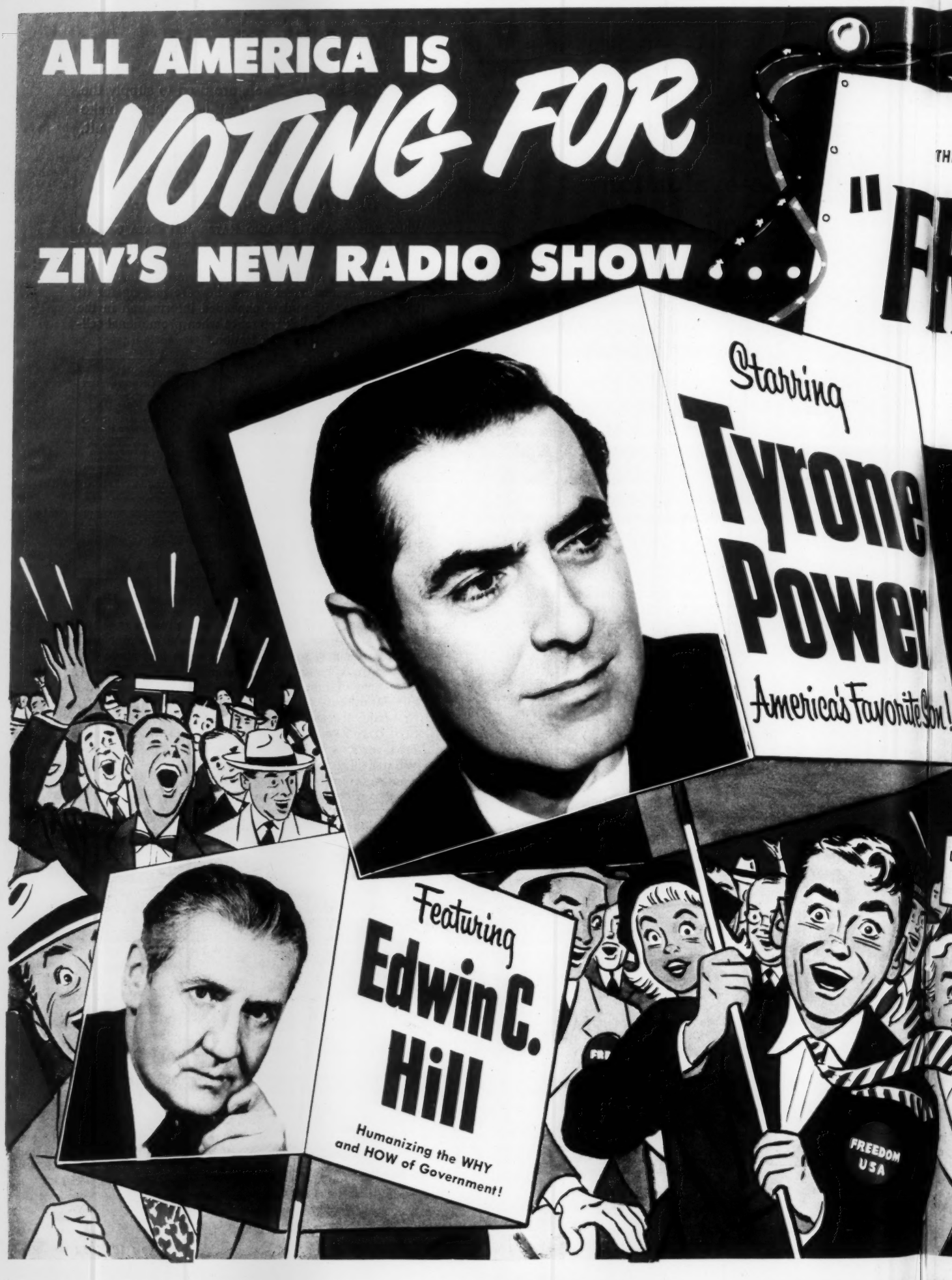
Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function


ALL AMERICA IS
VOTING FOR
ZIV'S NEW RADIO SHOW . . .
Starring
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Power
America's Favorite Son!
Featuring
Edwin C.
Hill
Humanizing the WHY
and HOW of Government!
FREEDOM
USA

EXCITING!
AUTHORITATIVE!
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THE PROGRAM 154,000,000 AMERICANS AMERICANS WANT TO HEAR!
FREEDOM U.S.A."
THE NON-PARTISAN INSIDE STORY OF WASHINGTON, D. C.
ACCLAIMED BY STATIONS, AGENCIES AND SPONSORS AS THE NO.1 PROGRAM ON THE AIR!
PERFORMING A GREAT PUBLIC SERVICE! TAKING LISTENERS RIGHT INSIDE THE U. S. SENATE!
WITH DAVID ROSE • JIMMY WALLINGTON AND AN ALL-STAR SUPPORTING CAST
TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS
FREEDOM USA
FREEDOM USA
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Audience on Wheels

IN THE ambitious Pulse survey of the automobile radio audience which BAB underwrote and is distributing, the number of radio-equipped passenger cars in the U.S. was put at 27.5 million.

Not one of these 27.5 million sets is included in the computation of rates for any radio station. It has not been a mark of extraordinary business acumen that radio consistently has given away its traveling circulation for free.

Other media have not acted with such selfless generosity.

Does anyone know of a newspaper which fails to count the copies which are read on trains?

Is there a magazine which refuses to include in its circulation guarantees the copies that are sold at air terminals?

It has been an appalling fault of radio management that until now no important study of out-of-home listening has been made. Happily, though only because new competition is requiring radio to make more serious efforts to measure itself, corrective research is being conducted at last. It is too bad that similar studies were not conducted long ago, for if they had been, the growth of television would not have affected radio so severely.

Just because an audience happens to be on wheels does not mean it is not an audience.

Radio Sells Everything

IN WINNING the Democratic primary election for governor of Arkansas, a little-known country judge last week had two measurable advantages over his opponent, the incumbent Gov. Sidney McMath. For one thing, his rival was burdened with the endorsement of Harry S. Truman. For another, the judge used the radio "Talkathon."

It is hard to say which of these was the more important to Judge Francis Cherry's victory in the run-off election last Tuesday against Gov. McMath. Certainly, however, he would not have emerged from the pack in the preferential primary July 29 if he had not been able to elevate himself from his former obscurity and introduce himself to the electorate. Radio made that possible.

Voters were bound to find an appeal in a candidate who was willing—on one occasion for a 24½ hour stretch—to expose himself to random questioning by the audience, as explained in an article in this publication a week ago. It does not take a political soothsayer to predict that the Talkathon will be used more and more as a political weapon.

Indeed last week it had already been taken up by Leonard Schmitt, who is running for the Republican nomination as U.S. Senator from Wisconsin. He set out to beat Judge Cherry's record in Arkansas. He went on the air in a 25-hour Talkathon.

Whether Mr. Schmitt wins or loses against the formidable opposition of Sen. Joseph McCarthy, the Talkathon obviously has become standard equipment in regional political campaigns. Assuming financial backing were available, it could be translated to television. On either radio or television, however, the Talkathon presents another illustration of the great power of broadcasting to enlighten and inform.

The Net Dollar

NETWORK radio is now a new kind of business.

As a medium, radio has always been the best buy, dollar for dollar. Network radio now becomes the biggest bargain in the history of advertising.

The CBS rate realignment, sweated out after weeks of negotiations, inevitably establishes the new base for all network radio. The forces of competition so dictate. Actually, it recognizes what has been a going condition in network selling (or dealing) for many months. It gets the network back on the rate card. And the affiliates agree to share the burden.

NBC, which has been waiting since its Boca Raton imbroglio of last year, can be expected to meet the CBS move with rate realignments of its own. But don't expect this overnight. ABC and MBS also will modify to meet the new competitive pattern.

Recriminations, at this stage, benefit no one except the competitive media. The issue is no longer debatable. There's a bed-rock job to be done by the business men in broadcasting. It is the job that wasn't done years ago, when radio was just rolling along, content to sell itself short.

Television isn't mentioned in the CBS affiliates plan. But its influence was there. The real tragedy is that non-TV markets, which now thrive, nevertheless are forced to bear their portion of the across-the-board cuts.

The CBS compromise isn't all bad. It could have been lots worse, had not the affiliates committee interceded. Here are some of the plusses that should stabilize the medium: (1) There will be no card rate cuts for at least a year. (2) The advertiser must buy 52-weeks to earn maximum discounts, knocking out the demoralizing 13-week summer hiatus. (3) Monday-through-Friday daytime charges go up about 5%. (4) Ratings go out the window as a principal selling tool. (5) There will be no more rate deals.

If point No. 5 doesn't stick, then no gains whatever will accrue. The under-the-table deal must go. The bulk of network business sold during the last two years has been concession-dealing in time and talent or both. The networks have absorbed these deals. Now, in the CBS plan, the affiliates propose to help underwrite the average 25% nighttime discounts by taking a 15% cut in network compensation.

This cut-back is at the *network level*. There's a vast difference between network and spot. Thus, that which has been done at the network level should not be transmitted to the station level. The station sets its own rates for its time. The advertiser can buy it or not. If it's over-priced he won't buy. More spot is being bought than ever before. They're buying more spot than network.

Call it a strategic retreat, or charge it to blunders of the past. But it's done. Now all radio lines must hold fast. The advertisers have served notice on other media that they want an accounting. Television has affected newspaper and magazine readership. But that's their fight.

The resourceful broadcaster won't use the new network scale as an excuse for downgrading of his operations. The advertiser isn't going to strike again if he feels that by so doing, cut-backs in personnel and programming will result. That can only make his use of the medium less productive. The advertising manager, after all, has to make an accounting, too. Too many businesses have been "made" by radio—spot and network alike—to risk bleeding the medium dry.

For the moment, the profit dollar may be harder to come by in radio. But the broadcaster willing to work will find the way.

our respects to:

DONALD AIMERS NORMAN

WHEN Donald Aimers Norman joined NBC in 1943 he looked forward for the first time to a permanent base of operations where he could enjoy home and family. Now, nine years later, as general manager of KNBH (TV), the network's Hollywood television station, he finally has succeeded.

Steady advancement, which always seemed to involve moving from one city to another, has combined with housing shortages to keep Mr. Norman away from the hearth which loomed so large in his considerations after years on the road.

To settle down permanently after spending 50 weeks a year traveling, Mr. Norman actually took a salary reduction when he joined NBC in 1943 as spot salesman in San Francisco—only to spend eight months vainly looking for a house while his family waited in Los Angeles for the word to move north.

After that the fates were kinder for awhile. He was transferred to Los Angeles as manager of National Spot Sales for NBC's Western Div. For nine months he and his family basked in the sunshine of each other's smiles. Then came word of transfer to New York. It took another eight months to find a place to live.

The long road which brought Donald A. Norman to Hollywood and a home in suburban Glendale began in Chicago where he was born May 27, 1913. He attended public and high schools in Oak Park and in 1930 enrolled in the U. of Illinois.

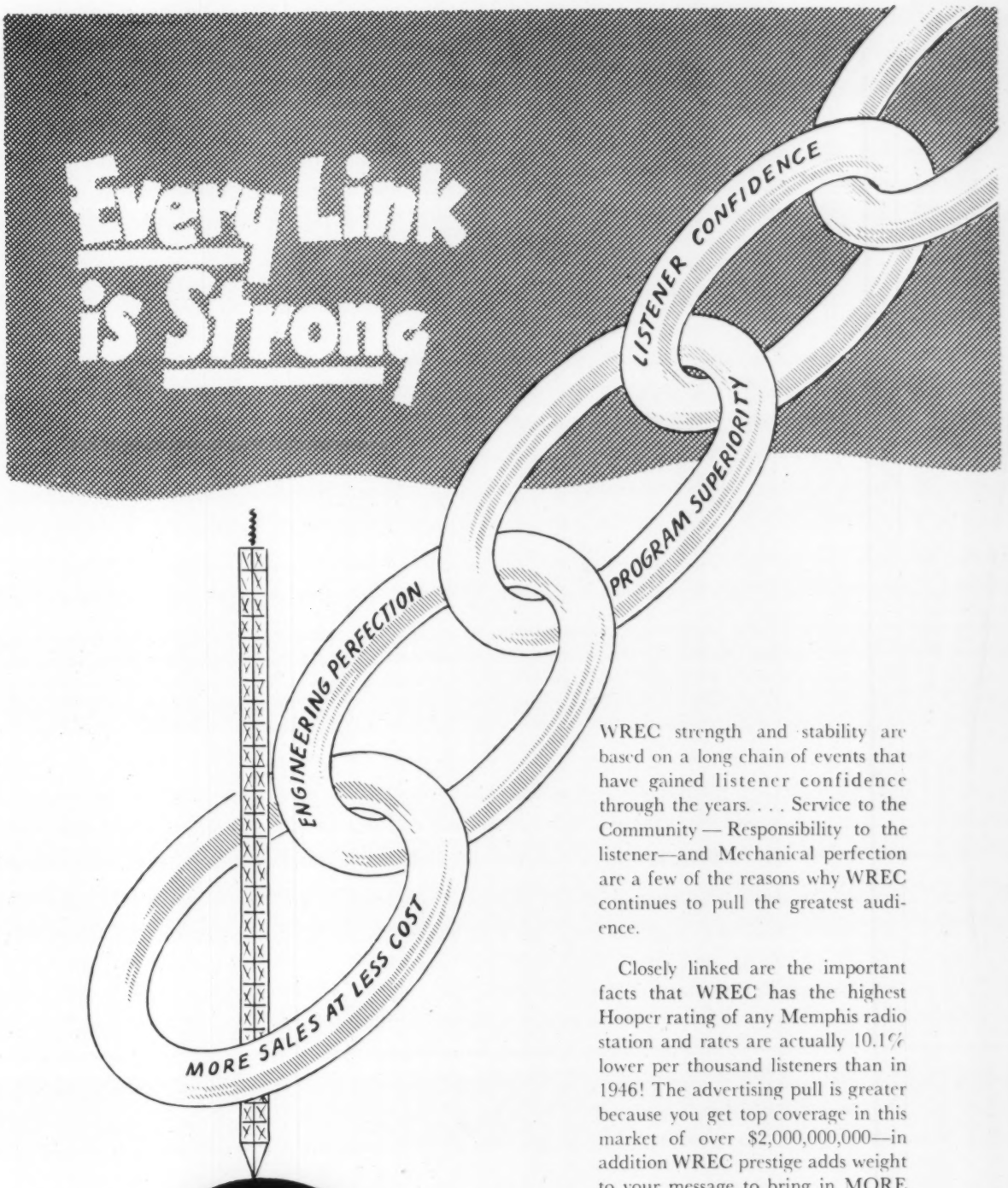
He majored in history and journalism. On the extracurricular side he played intramural baseball and golf—"I was too small for varsity." He was business manager for campus Little Theatre productions and active in Phi Kappa Tau fraternity.

His college career ended in 1933 for economic reasons. He had supported himself waiting on tables, but the combined academic and financial burden became too much. He went job hunting.

That was the first year of the Chicago World's Fair. Mr. Norman probably had one of the shortest records in the history of show business as a performer at the exposition. The famed "Greeter" Gaw had written a song celebrating the glories of the Century of Progress. He hired the ex-college man to bark it along the midway. He lasted but one day.

He went to work for Standard Brands in the summer of 1933 as a junior salesman, a euphemistic title coined to give dignity to the drivers of route trucks who contacted stores selling Fleischmann's yeast. The salary was $65 per month. It later skyrocketed to $90

(Continued on page 70)



WREC strength and stability are based on a long chain of events that have gained listener confidence through the years. . . . Service to the Community — Responsibility to the listener—and Mechanical perfection are a few of the reasons why WREC continues to pull the greatest audience.

Closely linked are the important facts that WREC has the highest Hooper rating of any Memphis radio station and rates are actually 10.1% lower per thousand listeners than in 1946! The advertising pull is greater because you get top coverage in this market of over $2,000,000,000—in addition WREC prestige adds weight to your message to bring in MORE sales at LESS cost.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 K C, 5000 WATTS

COMPLETING contract for *The Columbia Record Hour* nightly for a year over KEAR San Mateo, Calif. are (seated, l to r), Phil Barber, Record Dept. mgr., H. R. Basford & Co., distributor, and Tom Maschler, Basford ad mgr.; (standing, l to r) Walter Tolleson Jr., and Ray Barnett, KEAR gen. mgr.

SIGNING for *The Jack Carberry Show* are (l to r) Albert T. Adams, branch mgr. for Anheuser-Busch Inc.; Jack Carberry, long-time sports editor of *Denver Post*, and Duncan McColl, sls. mgr., KOA-AM-FM Denver.

PENN STATE grid games on 14-station network set by (l to r) George K. Keet Jr., Ketchum, McLeod & Grove, Chevrolet dealers agency, J. H. Coogan, for the college; M. J. Bergstein, mgr., WMAJ State College, Pa.

INTRODUCING Procter & Gamble's new soap product, Zest, over WSAI Cincinnati are (seated, l to r) R. E. Hauber, P&G research chemist; Polly Pickens, WSAI columnist, and Peg Sherwood, WSAI personality; standing (l to r) are Howard H. Besuden, P&G publicist; J. Robert Kerns, WSAI managing dir.; Bob Tompkins, Benton & Bowles; R. H. Boulware, WSAI sls. mgr.

RENEWING for sixth year WILM Wilmington's *Around the Town with Bill Frank* is J. F. Hollywood (seated, r), president, Hollywood-Perkins, DeSoto-Plymouth dealer. Watching are (l to r) Mr. Frank (seated, l), WILM commentator; Jack Lee, WILM slsmn.; T. H. D. Perkins, auto firm v. p., and Ewing B. Hawkins, WILM pres.-gen. mgr.

On All Accounts

(Continued from page 12)

Electric Supply Co., Western division of Firestone Tire & Rubber Co., Karl Shoe Stores, International Fur Co., Beverly Hills Ford Co., Nash California Co., Grimes-Strassforth Stationers Corp. and W. & J. Sloane.

Claiming Stockton, Calif., as her birthplace, Miss Ridley marks Dec. 14, 1920, as the eventful day. The family moved to Oakland and then to Sacramento before settling permanently in Los Angeles in 1931 when she was 11. Completing her grade schooling, she continued to Los Angeles High, and was graduated in 1938. Then 1½ yeas at Los Angeles City College with a major in dental hygiene ended her formal education.

She was a dental hygienist for the next two years and a receptionist for a similar period. She then became a private secretary for two years.

Wanting to see the rest of the U. S. and Canada, she resigned the secretarial post in 1942 and worked at various jobs in her travels to meet expenses. She rejoined her family in Los Angeles in late 1945.

Miss Ridley shares an apartment in suburban Sherman Oaks with Tenney, her black-and-white cocker spaniel. An outdoor enthusiast, she also claims cooking as a hobby, and admits to "sewing a mean seam" which accounts for her always smart appearance.

TENN. PRIMARIES

Sponsor Bids for WMPS in '54

WMPS Memphis did such an outstanding job of covering the Aug. 7 Tennessee primaries that already a sponsor has put in a bid for primaries two years hence, station reported last week.

"This is unprecedented in the history of our business, but I certainly want you to come to us with this when elections are on two years from now," said E. C. Krausnick Jr., sales and advertising manager of the Tennessee Brewing Co., Memphis.

WMPS had reporters spotted at candidates' headquarters, at the Courthouse when the ballot boxes were brought in, and at other key posts throughout the city. Station used tape recordings and "beeper" reports in addition to regular news sources which flowed into the studios.

Mrs. Adelaide Brewster

MRS. ADELAIDE LANCEY BREWSTER, 51, assistant chief of Domestic Productions, International Motion Picture Div., Dept. of State, died Aug. 11 of cancer in Memorial Hospital, New York. Mrs. Brewster was active in radio as the original Betty Crocker for General Mills from 1929 to 1934. At that time she also was associated with the National Assn. of Broadcasters.

MORGAN SUIT

GF, B&B Seek New Trial

GENERAL FOODS Corp. (Maxwell House coffee) and its agency, Benton & Bowles Inc., New York, will ask a new trial or "if necessary appeal" the Los Angeles Superior Court verdict which awarded Raymond R. Morgan Co., Hollywood agency, $375,000 compensatory damages for the appropriation of a promotion idea involving radio. Al Kaye, vice president and Hollywood manager of Benton & Bowles, also was a defendant in the suit.

The jury in Superior Judge William B. McKay's court, after three weeks of testimony, brought in the verdict Aug. 8 for the plaintiff after an hour's deliberation.

Charging unfair competition and breach of an implied contract in the appropriation of a copyrighted "doorbell ringing plan," Raymond R. Morgan Co., originally had sued for $1.5 million damages [B•T, June 25, 1951].

During the hearing, this figure was scaled down to $500,000. The jury, not advised of the change, first awarded the plaintiff $750,000. Sent back by Judge McKay for further deliberation with instructions to lower the figure, the jury then made a judgment of $375,000.

The Morgan firm in its suit charged Benton & Bowles had requested a presentation and detailed working account of the merchandising plan used by the former agency for four years in increasing Folger coffee sales. Cost for its use was quoted, with a royalty price set at $200 per week in each key city and $100 weekly in smaller communities. It is licensed to other agencies and firms in areas where it does not conflict with Folger coffee promotion.

General Foods Corp., according to testimony, appropriated the merchandising plan to promote Maxwell House coffee in Folger coffee territory and without agreement or compensation to the plaintiff. Both General Foods and Benton & Bowles had contended the promotion idea was in public domain.

That contention was reiterated Tuesday in a formal joint statement when General Foods and its agency revealed intentions to "move for a new trial and if necessary appeal the verdict."

The promotional idea is a combination of radio broadcasting, couponing, house-to-house selling and sampling. Under license arrangement, it has been used by Los Angeles Soap Co. (White King Soap), a client of Raymond R. Morgan Co., and by other agencies for various national accounts.

TELEVISION-Radio Workshop of the Ford Foundation has appointed Jack Perlis, radio-television public relations consultant, to handle publicity promotion on behalf of *Omnibus*, 90-minute Sunday variety television show to be launched Nov. 9 on CBS-TV.

front office

TED O'CONNELL, salesman at WBBM Chicago, to CBS Radio Spot Sales staff, same city. He replaces **BERT WEST,** who has transferred to New York as eastern sales representative for CBS' Pacific network and KNX Los Angeles.

JACK MOHLER returns to WOR New York as account executive after 17 months service in U. S. Army. **ROLLIN BOYNTON,** WOR sales service staff, named account executive.

DAVE HOSS, public relations and special events director, KSLM Salem, Ore., promoted to station manager.

GRAEME ZIMMER, for past 15 months manager of WCAV Norfolk, has resigned. He has not announced future plans.

SAM K. MAXWELL Jr., CBS Radio Spot Sales, to CBS Television sales staff as account executive.

DAVID J. BENNETT, manager, WKBO Harrisburg, Pa., to Harrisburg Bcstrs. Assn., that city, applicant for TV Channel 71 there.

HOBBY MYERS named manager of KFMB San Diego.

Mr. Myers

T. C. MAGUIRE, manager, Omer Renaud & Co., Toronto, station representative firm, named manager of Montreal office of Horace N. Stovin & Co.

JOHN CROSIER, time salesman at KMBC Kansas City, to The Katz Agency, Chicago, as space salesman.

DOUG TROWELL, promotion manager, CFPL London, Ont., promoted to sales manager, replacing **KEITH CHASE** who moves to Mc Kim Adv. Ltd., Montreal.

BRANHAM Co., N. Y., appointed national representative for WHYN Holyoke, Mass.

CHARLES A. DUNBAR, sales staff, *Bride* magazine, to radio sales staff, Avery-Knodel, N. Y., station representative. **JOHN R. MARKEY,** NBC-TV film program sales, to representative firm as manager of Los Angeles office.

STANLEY J. REULMAN, Pacific Coast manager for The Katz Agency, transfers from Los Angeles to San Francisco in charge of Katz office there, replaced by **RICHARD I. HASBROOK,** manager, Avery-Knodel, L. A.

JOSEPH K. HARRY, commercial manager, KTXN Austin, Tex., to KCOR San Antonio, in same capacity.

JOSEPH HERSHEY McGILLVRA Inc. appointed national representative for WELL Battle Creek, Mich.

KENNETH B. MURRAY, general manager of WORC Worcester, Mass., to WOR-TV New York as representative in Boston and New England area.

CARL HAUG, sales staff, WABB Mobile, Ala., appointed commercial manager there.

BOB GERSON returns to sales staff, WSB-TV Atlanta, after 16 months duty with Air Force.

Personals . . .

ROBERT R. NELSON, general manager, WARD Johnstown, Pa. father of girl, Christine Lee, July 27. . . . **ART MORTENSEN,** national advertising manager, Don Lee Broadcasting System, Hollywood, father of girl, Nicolene, Aug. 9. . . . **LEO GUTMAN,** advertising director, Frederic W. Ziv Co., was guest speaker at weekly Rocking Chair Chat during his vacation at Lake Tarleton Club, Pike, N. H. Talks centered around radio-TV and movies.

Advertisement

From where I sit
by Joe Marsh

If They're Wild, They Belong To Tik!

Saw Tik Anderson last week and was reminded of the first time I ever spoke to him. The missus had sent me out one Saturday afternoon to hunt for some blackberries.

I took a long hike and couldn't find any. Finally, I came to Tik's house along that low stretch east of the fork on River Road. "Hi there," I says, "any blackberries around here?"

Tik says, "There used to be—but I don't know much about things that grow wild." Later, I found how Tik supports his family by picking berries. Ever since that time I've been like the rest of folks in town—respectful of his right not to tell where "his" berries grow.

From where I sit, respecting other folks' rights comes natural in our town . . . in America for that matter! Whether it's a person's right to enjoy a temperate glass of beer or ale if he wants, or whether it's Tik Anderson's right to keep secret where his berries are, it's all a big part of a real democracy!

Joe Marsh

Copyright, 1949, United States Brewers Foundation

CONELRAD

Plan Nears NSRB Approval; FCC Declassifies Parts

OPERATION Conelrad moved two steps closer to reality last week with twin developments involving the FCC and the National Security Resources Board.

The broadcast alert plan designed to meet emergency conditions, particularly the imminence of air attack on the U. S., currently is in the interim phase pending official approval of the the permanent long-range project.

Last week, Operation Conelrad was reported close to approval by the security board. Its chairman, Jack S. Gorrie, was preparing to give the agency's assent and thus make it official, in line with provisions in the President's Executive Order of last December.

In the meantime, FCC has notified stations they may declassify certain documents in their possession dealing with various phases of the plan.

The project already has approval of the Secretary of Defense. Once NSRB tenders its okay, the FCC will be able to issue appropriate orders to put it into effect. Rules and regulations will be adopted by the Commission to set the wheels in motion.

It was understood some 600 AM radio stations are interested and actually participating in the interim phases of Conelrad. To take part they were required to make certain modifications in technical equipment. FCC has been told by NARTB that changes in its requirements covering operators and remote-control operation would implement the plan, too [B•T, Aug. 11].

Two Specified Frequencies

Under Conelrad all but participating stations would be silenced in a threatened air attack or similar emergency. Subscribing stations would notify listeners to tune their receivers to two specified frequencies. Use of FM and TV outlets is not contemplated now.

Under the present interim system a number of 50-kw stations throughout the country have been operating 24 hours daily over a specified period. This is called the "skywave" aspect, tailored to provide fulltime alert until Conelrad becomes a reality. Local civil defense organizations have been cooperating.

In the FCC memorandum to stations, broadcasters were advised they could declassify certain documents relating to the operating system, alerting system, emergency control and proposed plan of operation relating to control of electromagnetic radiations (Conelrad) in the continental U. S. and North American region.

Documents on tentative plans for alerting and operating types of stations other than broadcast with respect to the President's Executive Order also were declassified. The memorandum was signed by William J. Norfleet, FCC security officer.

All but the more minute and security-type details are well known to the industry and broadcasters, who participated in discussions with the FCC early last year [B•T, April 2, March 26]. The Executive Order implements Sec. 606 (c) of the Communications Act as amended to cover other than broadcast stations whose signals could serve as homing devices for enemy craft.

Programming Formula By CD

The Federal Civil Defense Administration is charged with devising a programming formula for Conelrad operation. It will meet periodically in the field with broadcasters, local CD groups, and with NARTB and allied groups [B•T, July 14, June 2].

FCDA activity along this line has been slowed by lack of agreement over costs for certain lines, including installation of sequential lines connecting stations and telephone connections at local CD levels. It is presumed the Air Force will shoulder the cost burden for connecting participating outlets.

FRAUD SUIT AIMED

At Coast Firm Officials

REMOVAL of the president and two directors of Camera Vision Productions Inc., Beverly Hills, on charges they misappropriated and misapplied corporation funds, was demanded last Tuesday in a federal court suit filed by two investors in the firm.

Arthur S. Lyons, president, and Edgar R. Morris and Edward C. Flynn, directors, are named in the suit by Mrs. Gloria Dahlberg of New York and Mrs. Rose K. Davis of Hawaii, both of whom claim their investments of $50,000 each, plus $52,100 from other sources, have been "dissipated." They seek injunctions to keep the trio from disposing of assets of the firm, organized about a year ago to develop a new camera which supposedly would cut time and costs of film production in half.

Campaign Suggestions

SUGGESTIONS for planning an anniversary campaign have been published in outline form by Castle Island Press, Chicago. "How To Plan an Anniversary Campaign," written by Jay J. Broderick, public relations director at Castle Island Press, is available free of charge. Outline is preceded by an introduction on the function of a public relations man.

AREA Pontiac Dealers last week contracted with WMAL-AM-FM Washington and WBAL-AM-FM Baltimore for exclusive radio coverage of Maryland U.'s football games. Coverage of last season's Sugar Bowl champions calls for a nine-games series. Among those at contract negotiating were (l to r) Al Burke, WBAL sales representative; H. E. Hudgins, of McManus, John & Adams Advertising Agency; Mahlon Glascock, WMAL sales director, and John Bates, Pontiac district zone manager.

RADIO-TV HELP NEWSPAPER TOP RIVAL

Three Lamb Media Work Hand-in-Hand in Erie

THIS is a newspaper success story in which radio and TV played major roles.

For the first time in the five years broadcaster Edward Lamb has owned the *Erie* (Pa.) *Dispatch*, it is leading the opposition, *Erie Times*, in food advertising linage.

Latest figures from Advertising Linage Service for the first half of 1952 show the daily *Dispatch* carried 664,680 lines of food advertising compared to the rival *Times*' 621,043, Mr. Lamb reports.

In great part this success is due to the use of the Lamb-owned WIKK and WICU (TV) as a service in the merchandising help given food and kitchen product advertisers in the newspaper, according to Mr. Lamb.

Selected advertisers of food products in the *Dispatch* get their products mentioned on both the AM station and on TV. The way it works is this:

The newspaper buys time on WIKK for a group of participating announcements.

Food Products Tie-In

Similarly, it has bought the whole Wednesday half-hour of the weekly TV participating *Kitchen Arts Show* on WICU. Food products using the *Dispatch's* merchandising service are mentioned and shown on the show.

So successful have the combinations been in selling products to consumers, that the use of radio and TV is now considered the backbone of the newspaper's merchandising plan.

Other forms of selling aids continue, of course, Mr. Lamb explains. The two-man newspaper merchandising staff continues the usual forms of such activity—surveys, mailings, guaranteed outlets, retail tie-ins, posters, etc.

The *Erie Dispatch* has a circulation of 45,000, up 15,000 from its readership when Mr. Lamb bought the newspaper in 1947. Its opposition has a circulation of 52,000, down 2,000 from its dominant position five years ago, Mr. Lamb says.

The use of his radio and TV to help his newspaper is not entirely one-sided, Mr. Lamb points out. The success of his TV operation can be laid in significant measure to the assistance given WICU by the newspaper. The newspaper not only runs regular features on the station and on TV in general, but it also cooperates in merchandising broadcast advertisers—through news items on shows, talent and advertisers' products.

In addition, the Sunday *Dispatch* carries a regular TV section.

The merchandising staff of WICU numbers five men. They also engage in the usual array of sales aids for advertisers.

The fact the *Dispatch* is part of one newspaper-radio-TV property has helped "enormously" in building its circulation, Mr. Lamb says. The paper is promoted heavily on the air. Not only do newspaper by-liners have regular programs on WIKK and WICU (the sports editor has a sportscast, the society editor a social "column," etc.), but both stations carry references to *Dispatch* feature stories, news beats, etc.

Although all three properties are owned by Mr. Lamb, the sales staffs of each are competitive, Mr. Lamb emphasizes.

Is there a trend toward a joint advertising rate—one charge for newspaper space, radio and TV time?

"Not yet," Mr. Lamb replied. "But it is not a far-fetched idea. Time will tell."

Rochester Test—Listeners Outbuy Readers

(Continued from page 26)

EDWARD'S

	Radio	Newspaper	Both	Other	Total
Traffic	66	73	22	28	189
% Traffic	34.9%	38.6%	11.7%	14.8%	100.0%
No. Purchasing Merchandise *	46	53	20	21	140
% Purchasing Merchandise *	69.7%	72.6%	90.9%	75.0%	74.1%
% Dollar Value of Purchases *	39.2%	35.3%	13.4%	12.1%	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY DAY					
Tuesday	36.6%	36.6%	13.4%	13.4%	100.0%
Wednesday	32.5	41.6	9.1	16.8	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY RESIDENCE					
In City	77.3%	72.6%	63.6%	89.3%	75.7%
Outside City	21.2	26.0	36.4	7.1	22.8
Unascertained	1.5	1.4	.....	3.6	1.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.

* * *

McFARLIN'S

	Radio	Newspaper	Both	Other	Total
Traffic	20	12	6	22	60
% Traffic	33.3%	20.0%	10.0%	36.7%	100.0%
No. Purchasing Merchandise*	11	6	3	17	37
% Purchasing Merchandise *	55.0%	50.0%	50.0%	77.3%	61.7%
% Dollar Value of Purchases *	28.3%	9.9%	12.0%	49.8%	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY DAY					
Friday	41.7%	12.5%	8.3%	37.5%	100.0%
Saturday	27.8	25.0	11.1	36.1	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY RESIDENCE					
In City	45.0%	66.7%	66.7%	50.0%	53.3%
Outside City	55.0	33.3	33.3	50.0	46.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers showing an interest in the test merchandise.

* * *

SEARS

	Radio	Newspaper	Both	Other	Total
Traffic	39	38	18	19	114
% traffic	34.2%	33.3%	15.8%	16.7%	100.0%
No. Purchasing Merchandise *	10	9	5	2	26
% Purchasing Merchandise *	25.6%	23.7%	27.8%	10.5%	22.8%
% Dollar Value of Purchase *	37.4%	44.3%	14.6%	3.7%	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY DAY					
Friday	32.1%	39.6%	20.8%	7.5%	100.0%
Saturday	36.1	27.9	11.5	24.5	100.0%
PER CENT OF TRAFFIC BY MEDIUM, BY RESIDENCE					
In City	61.5%	52.6%	72.2%	57.9%	59.6%
Outside City	38.5	47.4	22.2	42.1	39.5
Unascertained	.....	.....	5.6	.....	0.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers showing an interest in the test merchandise.

Campaign Catechism Issued by NARTB

(Continued from page 27)

sorship of a candidate's talk cited. A broadcaster, of course, should try to persuade a candidate to delete such matter but the FCC's interpretation of Sec. 315 requires that the material go on the air uncensored. NARTB notes that this FCC position is of questionable validity.

In case of defamation, the speaker is liable in every state, the booklet explains, with 21 states having laws or court decisions lessening the liability.

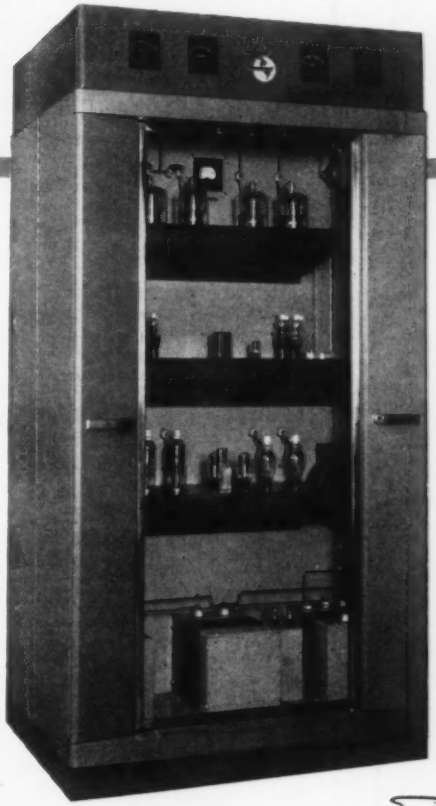
Speeches of political speakers not actually candidates may be edited to remove defamatory or poor-taste passages, it is stated. Stations may "editorialize" on public issues, though FCC expects them to give the other side a chance to reply.

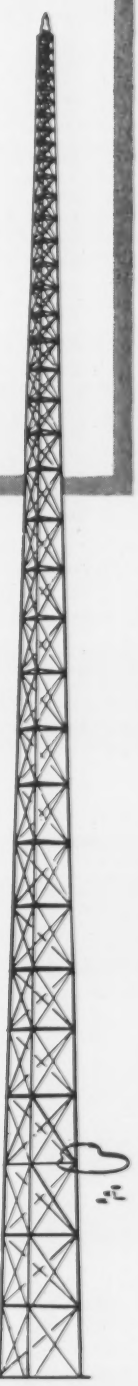
Premium rates for political broadcasts are forbidden by a 1952 amendment to Sec. 315. Stations are advised they must give candidates the right to purchase comparable time at an equal rate. If a station confines political programs to sustaining time it must cancel programs, if necessary, to provide equal opportunity.

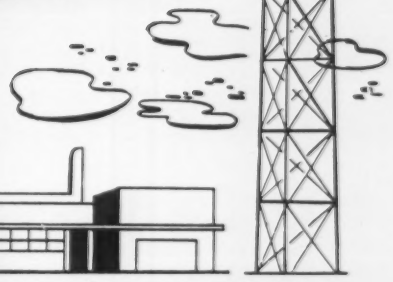
Stations are not required to keep a script or recording of political speeches, the bulletin concludes, but must keep a record of requests for time and what was done about them. Scripts and recordings are a safety factor in case of libel suits or other objections.

The *Continental*
Type 314-2 1000 Watt
AM TRANSMITTER
combines excellent performance
with streamlined simplification

Simplified circuit design . . . fewer controls . . . ease of adjustment . . . frameless, unified cabinet . . . automatic voltage control . . . extreme accessibility of all components . . . easy cutback to 500 watts . . . electric door locks . . . these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.







Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

WOR PRODUCT POLL

Pulse Survey Shows Market

GROWING popularity of chlorophyll dentifrices at the expense of "ammoniated-only" and regular-type toothpastes in the New York market was highlighted in a special WOR New York product poll released last week by Robert M. Hoffman, research director for WOR and WOR-TV.

The survey, conducted for WOR by Pulse Inc., shows the market situation in January 1952, just prior to the debut of chlorophyll dentifrices, and in July 1952, in interviews of 1,600 families. Some 25.8% of families surveyed stocked chlorophyll dentifrices in July, while ammoniated toothpastes declined from 20.4% in January to 15% in July. So-called regular dentifrices dipped from 87.1% in January to 70.4% in July. (Chlorophyll figures include chlorophyll brands that are ammoniated.)

WNHC Bldg. Dedication

WNHC New Haven, Conn., will dedicate its new four-story building about the first of September, Patrick J. Goode, station president, announced last week. It will be equipped with four radio studios, offices, news bureau, record library and publicity and promotion departments.

KWK GETS RESULTS!
KWK GETS RESULTS!
KWK GETS RESULTS!
KWK IS THE RADIO BUY IN ST. LOUIS
KWK GETS RESULTS!
KWK GETS RESULTS!
Your KATZ man has the facts on KWK's LOW-low cost per 1000
KWK GETS RESULTS!
KWK GETS RESULTS!
Globe-Democrat Tower Bldg.
Saint Louis
KWK
Representative
The KATZ AGENCY

air-casters

GEORGE W. STRATTON, copywriter, The Mullican Co., Louisville, Ky., to KEX Portland, Ore., program department.

JAMES S. POLLACK, TV program manager, ABC Central Division, to KECA-TV Los Angeles as program director. He succeeds **ALVIN G. FLANAGAN** who has resigned.

Mr. Pollack

SHERM FELLER to WLAW Boston for Mon. through Fri. disc show.

BOB WEST, WGAI Elizabeth City, N. C. sports director, to announcing staff, WRRF Washington, N. C.

HAYWOOD MEEKS, assistant sales promotion director, WLW Cincinnati, to WTOP-AM-FM-TV Washington as sales promotion director.

KAY MULVIHILL, promotion manager, KPIX and KSFO San Francisco, to NBC Hollywood press department.

DICK MILLS, disc m.c. at WPTR Albany, to KIOA Des Moines, in same capacity.

ED STEVENS, publicity and promotion director, WERE Cleveland, appointed program director.

Mr. Stevens

ED BROWN, staff announcer, WSYR Syracuse, to WHEN-TV same city, in same capacity.

DONALD McGILL, CBM Montreal, appointed program director there.

BILL HARRINGTON, WHDH Boston, to WNEB Worcester, Mass., as sports director.

FRED HILL, announcer, WMAZ Macon, Ga., elected commandant of Marine Corps League of Georgia.

KYLE MacDONNELL, New York TV actress-singer, assigned role in 20th Century-Fox feature film, "Taxi."

MIKE WOLOSON, chief announcer, WSCR Scranton, Pa., to WNOR Norfolk, Va.

LES TREMAYNE and **ALICE REINHEART**, NBC radio actors, will co-narrate MGM feature film, "The Bad and the Beautiful."

RUSSELL ARMS, singer on NBC-TV *Your Lucky Strike Hit Parade*, assigned role in Warner Bros. feature film, "By the Light of the Silvery Moon."

MAYNARD A. SPEECE, U. of Minnesota agricultural information specialist, appointed farm service director at WCCO Minneapolis-St. Paul.

Mr. Speece

CARL L. FLOWER appointed production manager, WKNB New Britain, Conn.

ROY LAMONT, staff announcer, WPOE Elizabeth, N. J., to KBIO Burley, Ida., as program director.

GRANT VAN PATTEN, TV director, WRGB Schenectady, N. Y., father of boy, Aug. 9.

SAM MINEO, NBC Hollywood staff pianist, father of girl, Elizabeth Ann, July 29.

GENE MORGAN, program director, KGIL San Fernando, Calif., father of boy, Lex Charles, Aug. 7.

MAXINE CUMMINGS, ABC Hollywood press department, mother of girl, Valerie Gay, Aug. 9.

EUGENE F. KILHAM, traffic manager, WBZ-TV Boston, father of boy, July 22.

JOHN MICHAEL HAYES, writer on CBS Radio *Suspense*, father of girl, Aug. 5.

DAN LUNDBERG, newscaster, KNXT (TV) Hollywood, father of boy, Jan, Aug. 2.

ARF CHOOSES 10

To Study Radio-TV Ratings

TEN advertising and research executives have been named to the Advertising Research Foundation's committee to study radio-TV rating methods, ARF reported last week.

New members are: E. L. Deckinger, Biow Co., chairman; Hugh M. Beville Jr., NBC; Harper Carraine, CBS; Wallace T. Drew, Bristol-Myers; Gordon A. Hughes, General Mills; Fred B. Manchee, BBDO; J. James Neale, Dancer-Fitzgerald-Sample; Richard J. Puff, MBS; Oliver Treyz, ABC, and G. Maxwell Ule, Kenyon & Eckhardt.

D'Arcy Adv., Standard Oil Co. of California, *Tide* and *Woman's Day* magazines were elected last week as ARF subscribers at a meeting of the foundation's board, bringing total participating members to 152.

CANADIAN RATINGS

U. S. Programs Lead

SUMMER Canadian network programs are few this year, and the leading five evening shows during July, according to national report of Elliottt-Haynes Ltd., Toronto, were *Twenty Questions*, rating 14.7, *Mario Lanza* 14, *Doris Day* 13.6, *It Happened Here* 9.8, and *Happy Motoring* 7.3 (Canadian program).

Daytime leading five network programs were *Ma Perkins* 14.9, *Pepper Young's Family* 12.4, *Right to Happiness* 11.8, *Life Can Be Beautiful* 11.8, and *Big Sister* 11.6.

Five leading French evening network shows were *La Pause Qui Rafraichit* 18, *Jouez Double* 15.3, *La Raconteur de Chez Nous* 14.1, *Faubourg* 13.6 and *La Rue des Pignons* 10.4. Five leading daytime French shows were *Rue Principale*, 21.4, *Jeunesse Doree* 20.8, *Grande Soeur* 17.3, *Francine Louvain* 17, and *Tante Lucie* 15.1.

Levine Wins Scholarship

IRVING R. LEVINE, NBC correspondent in Korea, has won a Council on Foreign Relations scholarship for the 1952-53 academic year. He will return to the U. S. in September to begin a year of study at the Council's headquarters in New York. Scholarship is a sum equal to his salary.

School Buys KPAC Time

PORT ARTHUR Independent School District for the second year has purchased regular commercial time from KPAC that city to broadcast 1952 football games of the Thomas Jefferson High School's Yellow Jackets. The PAISD has sold its own sponsor, Texas Co. of Port Arthur, and will use its own play-by-play announcer and "color" man, with KPAC handling only technical aspects. KPAC also will carry the 1952 Southwest Conference football games for Humble Oil Co., also for the second year.

GATES QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

DAMAGE SUIT

Filed by Roche-Eckhoff

SUIT, asking $121,000 in damages has been filed by Roche-Eckhoff & Assoc., Hollywood advertising agency, against George Patton, former account executive with the firm and now head of a Beverly Hills agency bearing his name.

Legal action, instituted Aug. 5 in Superior Court of Los Angeles County, charges that Mr. Patton took with him three accounts he had been handling when he severed relations with the plaintiffs, Nov. 1, 1951. Urich's Serve Yourself gasoline stations and James J. Kerwin Co., Los Angeles distributor of Raytheon TV, joined the defendant immediately with Dr. L. A. Brinkley, chiropractor, following three months later.

Frank Roche and Irving Eckhoff, through their attorney, Austin Clapp, ask damages of $21,000 for gross commissions lost when Mr. Patton and the three accounts left the agency and $100,000 future damages accruing from continued loss of commissions.

Claiming the defendant is guilty of unfair competition, Roche-Eckhoff charges him with violation of the law of contractual relationship, if he solicited the accounts after leaving the firm, or violation of the California law giving an employer rights to whatever an employe acquires during the period of employment, if he solicited the accounts while with the firm.

In filing an answer, Aug. 15, Mr. Patton through his attorneys, Ryan & Burlington, issued a general denial.

FTL PRESIDENCY

Holden Succeeds Buttner

VICE ADMIRAL Carl F. Holden, USN (Ret.), has been elected president of Federal Telecommunication Labs. Inc., Nutley, N. J., an IT&T research unit, it was announced last week.

He succeeds Harold H. Buttner, who will assume duties as vice president of IT&T in New York, coordinating the research and development program of the parent company. Admiral Holden was director of naval communications in 1942 and 1943. He was graduated from the U. S. Naval Academy in 1917 and received an M.A. degree in electrical engineering from Harvard U. in 1924.

Ziv's 'I Like America'

SLOGAN SERIES, *I Like American*, has been recorded by Tyrone Power for radio stations carrying Frederic W. Ziv Co.'s *Freedom, U.S.A.*, according to John L. Sinn, Ziv executive vice president. Campaign is intended as a public service and as an "audience-creating tool" for the series. Individual recordings by Mr. Power, will be adapted to each station.

RADIO BARRED

Labor Dept. Prohibits Tape Recording

REFUSAL of a U. S. Dept. of Labor official to permit recording of a Littlefield, Tex., hearing was protested last week by KGNC Amarillo, with department officials later explaining the incident was due to a misunderstanding.

Garland (Cotton John) Smith, KGNC farm reporter, attended the session with a tape recorder but was not allowed to record the proceedings, designed to acquaint farmers with the Mexican labor program of the Labor Dept.

Tom Kritser, general manager of KGNC, sent a protest to Sen. Lyndon Johnson (D-Tex.), terming the ejection "the sort of thing that leads eventually to a totalitarian government." He asked Sen. Johnson to find out "what reason, if any, they had for this treatment and if this is the type of thing we can expect in the future in dealing with the Dept. of Labor."

Mr. Smith described the meeting as first of a series in West Texas. Principal speakers were two Labor Dept. officials—Michael J. Galvin, Undersecretary of Labor, and William S. Tyson, solicitor.

According to Mr. Smith, a man in the back of the room who described himself as John Leslie, a department information director, refused to let him operate his tape recorder. Reporters were allowed to take notes and photographers took photos. With about 100 persons present, only a fraction of 1% of those interested could hear the proceedings compared to the audience available by radio, Mr. Smith pointed out.

Herbert Little, Labor Dept. information director in Washington, gave this explanation of the incident to BROADCASTING • TELECASTING:

"The incident resulted from a series of honest errors. The trip was for the purpose of giving the Texas people the facts about the Mexican labor program of the Department, and we hoped and expected these facts would be distributed fully by press and radio. This meeting, like the other meetings in Texas, lasted several hours, some of it speeches and some of it general discussion, and Under Secretary Galvin felt that a direct recording and live direct broadcast from the hall would be unduly long and bad radio technique.

"Consequently, before the Littlefield meeting he suggested that a radio program be arranged separately wherever possible to summarize the discussion and get the program on the air quickly and help the radio men in their work. Unfortunately, this arrangement was not made. Mr. Galvin was in the midst of the meeting and did not learn of the request of the KGNC reporter for a tape recording until after he left, when it was too late to catch him and make a separate recording for him.

"Mr. Galvin stated that the error grew solely out of the desire to help the radio men.

"After learning of the error, Mr. Galvin offered to make a recording explaining the farm labor program for KGNC. This, of course, would also be available to other stations that might request it."

KTAN AUCTION

6,000 Respond to Sale

AUCTION planned three years by KTAN Sherman, Tex., saw a crowd of 6,000 jamming the Bearcat football stadium in that city to buy several hundred items with KTAN trade certificates. Details of the auction were worked out by William A. Jaco, station manager, and Charles L. Cain, station owner.

Mr. Jaco said the station sold "practically every merchant" in Sherman on the plan, which included a 13-week contract with merchants furnishing customers KTAN trade certificates on a dollar-for-dollar basis in the amount of their purchases, along with a package of 39 spots for the 13-week period.

Merchandise for the event was purchased by the station from local merchants and included a refrigerator, console television set, gas range, bedroom suite, automatic washer and other items. The auction began at 6 p.m. and lasted to 1:15 a.m. The affair was so successful that KTAN plans to make it an annual event.

Assisting Mr. Jaco, who was m.c. and auctioneer, were announcers Jim Shelton and Walter Vaughn, engineer Otis Smith, Mr. Cain and his wife, Jessie Mae, Continuity Director Carol Rogers, Traffic Manager Loraine Adams, stenographer Jean Vaught, W. T. Smith, E. A. Hudnall and Dr. P. T. Vaught.

Portrait Industry

TRADE practice conference for the portrait photographic industry is scheduled by the Federal Trade Commission for Chicago Aug. 27. "The production or marketing of portraits for newspaper, periodical, motion picture, television or other commercial use, is not to be considered as a part of the business of the industry for which the conference is being held." FTC noted. Purpose of the meet is to promulgate trade rules for the industry, similar to those evolved for radio-TV set manufacturers and other groups. Conference will be held in the Conrad Hilton Hotel.

TEMPO Record Co., Hollywood, will produce and transcribe 14 quarter-hour programs, starring Ray Anthony and his orchestra, for U. S. Navy and 26 quarter-hours, starring Bob Crosby, for U. S. Marine Corps. Frank Danzig is writer-director.

UN PROMOTION

Council Outlines Plans

ADVERTISING Council and the National Citizens' Committee for UN Day outlined advertising and promotion plans for the celebration of UN Day (Oct. 24) at a breakfast for newsmen in New York Tuesday.

The 1952 program will attempt to set up UN Day as a world-wide, traditional "holiday" for sending greetings and gifts to people in other UN countries.

Allan M. Wilson, vice president of the council, said radio and television will be asked to implement the council's "allocation plan" used in other campaigns. He said he expected the radio and television drive to begin about mid-September.

Volunteer advertising agency for the campaign is BBDO New York, under direction of Willard Pleuthner, vice president. Advertising materials will be distributed by the council.

'Planet Man' Series

PALLADIUM Radio Productions Inc., 445 Park Ave., N. Y., last week announced the offering of *Planet Man*, a new series slated for general release Sept. 15. The series consists of open end transcriptions designed for three 15-minute programs a week. It is to be sold on an exclusive basis in each market.

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

KIRK APPOINTED

Heads Strategy Board

APPOINTMENT of Alan C. Kirk as director of the Psychological Strategy Board, effective Sept. 15, was announced by the White House last Thursday.

President Truman named Admiral Kirk, ex-U. S. ambassador to Moscow, to succeed Dr. Raymond B. Allen, who will be retained as a senior consultant for a month. Dr. Allen, ex-president of the U. of Washington State, becomes chancellor of the U. of California at Los Angeles.

PSB is charged with coordinating the foreign information activities and psychological warfare policy of the U. S. The board deals with the Defense Dept., State Dept. and Mutual Security Agency, with membership comprising the Undersecretary of State, Deputy Secretary of Defense and director of the Central Intelligence Agency.

Gordon Gray, president of WSJS-AM-FM Winston-Salem, N. C., and other radio properties, was the first director of the board.

Admiral Kirk has served as chairman of the American Committee for the Liberation of the Peoples of Russia.

ATS-REC Conference

NOMINATING committees of American Television Society and Radio Executives Club of New York will meet Wednesday afternoon to nominate candidates for officers of the new organization as yet unnamed, resulting from an ATS-REC merger which becomes effective this fall.

NEWS on KMBC-KFRM is TOPS...

... because KMBC-KFRM stays on 'top' of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC of Kansas City

KFRM for Rural Kansas

••• 6th oldest CBS Affiliate •••

CREDIT UNION ASSN.

Radio Sells Ideas As Well As Services

CREDIT UNION National Assn. is selling the concept of regular saving and intelligent borrowing to working people in Canada and the U. S. by radio. For the company's first full-fledged advertising promotion, J. Walter Thompson Co., Chicago, has chosen radio as the strong base from which ideas as well as services could be sold.

Mr. Heatter

Believing in the convincing salesmanship of two leading broadcasting personalities, agency officials selected Gabriel Heatter in the U. S. and Lorne Green, "Mr. Radio" of Canada. Mr. Green, with his observations and human interest features, appears weekly on 21 Canadian stations.

In this country, hard-selling but easy-going Gabriel Heatter is sponsored each Tuesday night on his regular Mutual newscast, aired on 530 stations. Mr. Heatter has been on the air for CUNA since January on a 52-week contract, with results that are "more than satisfactory" to the client.

Credit Union National Assn., which headquarters in Madison, Wis., and employs 200 persons, chose radio as its first advertising medium last fall after appointing J. Walter Thompson Co., as agency.

Needed Mass Medium

It wanted a mass medium to tell its story nationally. This was a story of its service of helping to organize credit unions within businesses and religious and club groups. Encouraging workers to establish and operate their own credit groups, independent of any outside loan company or bank, CUNA supplies the plans and physical equipment (pass, books, ledger forms, etc.) necessary in each shop.

Mr. Heatter, chosen for what the client terms his "believability," espouses the virtues of company credit unions, frequently citing specifics of successful cases. His first "sale" was completed only four days after the program went on the air for CUNA. In that time, a listener sent in for a booklet outlining the group's objectives, a CUNA representative contacted management where the listener worked, and the entire credit union operation was installed and put into effect.

On the first four shows, more than 10,000 questionnaires were returned by interested listeners who had requested the free booklet. Their answers, providing credit union data for field representatives, gave CUNA leads for prospective credit unions.

CUNA, and credit unions generally, follow a plan originated in Europe 100 years ago, and which passed through Canada to the States in the early 1900s. The plan is to aid the worker in meeting his bills, saving for the future and cutting his borrowing costs. The credit union idea is based on the fact that a common bond exists among workers and individual companies and within each group of religious and club organizations. This provides the means for CUNA members to help each other as they help themselves. Other objectives along with that of organizing new credit unions are to urge greater participation by non-members in companies where credit unions now exist, and to broaden the insurance coverage on both savings and loans.

The national association is supported by assessments paid by the 58 Credit Union Leagues operated in the U. S., Canada, Puerto Rico and British West Indies. The leagues, in turn, are comprised of chapters consisting of groups of individual credit unions. The Credit Union National Assn. is the parent organization for CUNA Mutual Insurance Society.

MILTON BLAIR

Former Ellis Official Dies

MILTON J. BLAIR, 64, former vice president and secretary of Sherman K. Ellis & Co., New York agency, and one time member of the Advertising Council, died in Edgartown, Mass., Aug. 12.

Mr. Blair was with the Ellis agency from 1938 to 1943 when he retired because of illness. Later he joined the staff of the Advertising Council. Prior to 1938 he had been a vice president in the Chicago office of J. Walter Thompson Co. for 14 years.

Surviving are his wife, Mrs. Cora Blair; a daughter, Mrs. Alleyne C. Howell; and three sons, Charles J., John A. and F. Roberts Blair.

RECRUITING PACT

Agencies File Bids

REPLIES have been received from 64 of the 90-plus agencies invited by the Defense Dept. to bid for the $1 million recruitment advertising contract, it was revealed last week.

Questionnaires listing qualifications were sent by the Army and Air Force recruiting services to all advertising agencies with annual domestic billings of $5 million or more. Of the 64 replies received as of Thursday (Friday was the deadline) 28 said they would be interested in competing for the contract and 36 expressed disinterest.

After all replies are received, Military Personnel Procurement Division authorities will sift out a group of finalists who will make their presentations. Finalists may be chosen in the next fortnight.

The new contract is effective Oct. 1 at which time the present one with Grant Advertising Inc. expires [B•T, Aug. 4].

'PIONEER' SALES

30 Buy Thesaurus Show

RCA Recorded Program Services announced last week that RCA Thesaurus' *Sons of the Pioneers* show has been sold to 30 sponsors by subscriber stations. Ten sales were for 52 weeks and 12 for 26 weeks, the announcement said.

High sponsor response was attributed by RCA Recorded Program Services to the sales-aid package that was mailed to the stations as early as Aug. 1. The promotion package on the program—a quarter hour, five-day-a-week western program featuring cowboy and prairie music and songs—includes a sponsor-selling brochure, an audience-building promotion kit and a sales audition disc.

RADIO and TV scholarships worth $100 each were awarded fortnight ago to the two top students enrolled at the annual NBC-Northwestern U. Summer Radio and Television Institute in Chicago. Harry Kopf, NBC vice president, awarded the scholarships to Ulysses Carlini, instructor in speech and radio at DePaul U., Chicago, in radio, and to Albert M. Cohn, assistant professor of drama at Emerson College, Boston, in television.

the cornerstone of every advertising campaign in New Haven and New England

TV WNHC FM

WNHC RADIO NBC

represented by the Katz Agency

Rate 'Seal' Urged

(Continued from page 23)

at headquarters, cannot adopt any idea of the sort Mr. Storz proposes without careful study followed by action by the board and membership.

At many past district meetings and NARTB (NAB) conventions the members have adopted resolutions condemning rate-cutting practices. The NAB Broadcast Advertising Dept., abandoned in 1950 when Broadcast Advertising Bureau was set up in New York as a non-association activity, supported the association's oft-recorded opposition to rate-cutting.

"The rate-cutting problem is the greatest problem in broadcasting today," Mr. Storz told BROADCASTING • TELECASTING. "It is a much more serious threat to the future of the industry than television. Some stations probably should reduce their rates. Most stations should publish more rates on their cards. But all this will come automatically when and if the majority of stations decide to publish all rates available and to stick by the rates as published."

In submitting the seal plan to NARTB President Fellows, Mr. Storz pointed out that while many stations have held the line by selling at card rates, "a greater number of stations are virtually forced into 'special deals' to meet the competition and keep in business.

"The problem has become particularly acute in the last few months, and many advertisers are beginning to feel that a radio station's rate card means very little," Mr. Storz continued. "I believe that the association is a natural source to take steps to curtail the vicious practices now prevalent.

"You will note that the proposals in this letter have nothing to do with 'rate fixing' or any monopolistic price agreements. I certainly believe that each station should have the right to have complete and full control over its rates."

Mr. Storz described his idea as a plan by which stations voluntarily signify that they will sell time only at their published rates. Stations joining the group will still have the complete and full right to revise their rates in whatever manner, and whenever they desire.

NARTB itself would draw up the requirements for membership, Mr. Storz feels, adding that "there should be real teeth in it and the seal should have real meaning."

Looking at the effect on timebuyers, Mr. Storz said, "A station using the seal would be immediately recognized by timebuyers as selling only on their established rates, and if the plan was functioning properly, buyers would soon realize that it was fruitless to proposition stations using the seal for special deals."

In order to get the seal, Mr. Storz said, a station should do the following:

Furnish NARTB with a complete schedule of rates, and agree that all rates available will be published on a rate card and that all sales will be in accordance with the published rates. This includes both local and national, and a regional rate if one is used.

Each station asking for the seal would agree to mail to NARTB a copy of each and every contract made for sale of time.

If sales were made at less than published rates, or if a station neglected to send a copy of any contract to NARTB, permission to use the seal would be revoked, after the station was given a fair hearing in the matter.

The plan is simple from an administrative standpoint, Mr. Storz explained. At the station level it would only be necessary to make an extra carbon copy of each contract. At NARTB it would be necessary to file rates, and an employe on a parttime basis would spot check incoming contracts against rate data on file.

NARTB should adopt the plan immediately, in Mr. Storz's opinion, but he emphasized the need for "teeth," recalling that "many stations subscribed to the NARTB Standards of Practice, dutifully published the commercial content for programs of various length and then proceeded to completely ignore their own standards. That certainly should not be the case in this rate matter. The seal should positively identify stations as selling time only on their published rates.

"A great service to the industry will be rendered if NARTB will take steps looking toward an elimination of the present wholesale rate-cutting practices. A plan similar to this would be effective and very economical in operation for stations and NARTB alike from an administrative viewpoint."

WOW-TV Omaha recently auditioned its new live camera facilities which enable the station to stage "live" announcements 20 seconds or greater in length at any time from sign-on to sign-off. Agency people attended the audition.

Paramount Hearing Length

(Continued from page 30)

remain an issue, even though the evidence is deleted under the three-year limitation decision. DuMont also asked that the FCC reconsider its denial of the petition seeking severance of the control issue from the remainder of the Paramount case.

If the Commission does not rule favorably on the above, DuMont asked that the entire Aug. 1 order be rescinded as "vague, indefinite and contradictory" and as "an unreasonable and late modification of the issues."

The Aug. 1 order, DuMont said, was an "undue and arbitrary interference" with the examiner.

The Aug. 12 hearing was mainly concerned with corrections to the record and the tying up of loose ends. However, it was marked by a spirited argument by FCC Counsel Max Paglin that the Commission's three-year cutoff date did not apply to UPT and the new merged company because they were not licensees. He also argued that contradictory testimony should be resolved even though it concerned evidence stricken from the record.

Mr. Resnick ruled against Commission counsel on both points. He said that agreement with Mr. Paglin's viewpoint would nullify the intent of the Commission's Aug. 1 order—which was to expedite the proceedings.

The Commission's opinion last week found Comr. Hennock dissenting, and Comrs. Jones and Sterling not participating.

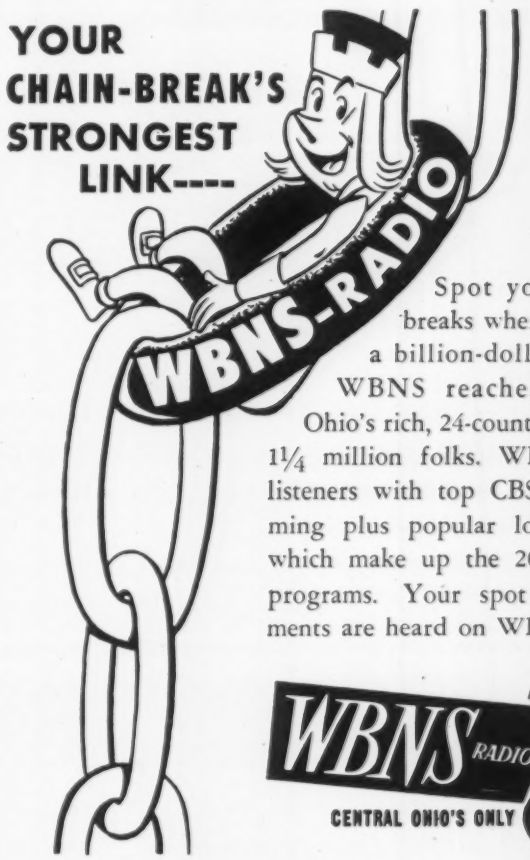
Miss Hennock does not believe there should have been a limitation put on the anti-trust evidence in the case, she explained, but was absent when the Aug. 1 order was voted on. That is why she dissented from last week's opinion, she said.

In clarifying the Scophony question, the Commission in last week's opinion said in part:

We intended by this ruling to include as directly involving radio communications only those activities which involved the conduct of radio communications services or directly restrained the conduct of such services. Thus, a conspiracy to restrain radio broadcasting, or any other radio service, by restraining the flow of advertising or programs to broadcast stations would be an activity directly involving radio communications; on the other hand, a conspiracy to restrain the manufacture of radio apparatus, while it might have some indirect effect upon radio communications services, would not, within the meaning of our opinion, be considered an activity directly involving radio communications.

As to continuing the hearing, the Commission said:

With respect to the question of continuance, we note at the outset that the questions of the granting of continuances or the holding of the record open to give parties time to adduce additional evidence primarily call for the exercise of informed discretion by hearing examiners in the light of all the circumstances presented. We do not wish to hamper that discretion, even at the request of the hearing examiner. At the same time, however, we believe it proper to make certain general observations. We noted in our Memorandum Opinion and Order that 'We are convinced that every possible effort should be made, consistent with a full and fair hearing to all parties concerned, that these proceedings should be expedited.' A further extensive investigation and the prolonged continuances which that investigation would entail, would scarcely be consistent with the objective of a speedy determination of the proceeding. Consistent with such speedy determination, however, we believe that if any participant desires to present any evidence which has thus far not been presented, but which is now believed to be of importance in light of our Memorandum Opinion and Order, such participant should have reasonable opportunity to present that evidence and other participants should have appropriate opportunity to rebut it.



Spot your chain-breaks where heard by a billion-dollar market. WBNS reaches Central Ohio's rich, 24-county area with 1¼ million folks. WBNS holds listeners with top CBS programming plus popular local shows, which make up the 20 top-rated programs. Your spot announcements are heard on WBNS radio!

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

WFUV-CYO PLAN

N. Y. Youth Radio Workshop

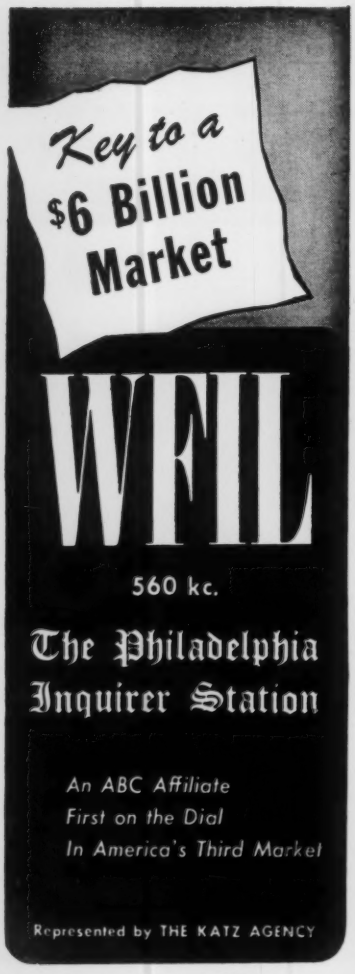
WFUV (FM), Fordham U. station in New York, with Catholic Youth Organization, will co-sponsor a radio workshop for teen-agers from the eighth grade through high school, beginning Sept. 28 at the Fordham radio station, to give young people opportunity to participate in radio production, including announcing, directing and sportscasting.

After instruction by professionals, students will participate in a weekly series of CYO Radio Workshop programs lasting from mid-October through December. Certificates will be awarded.

Members of CYO Radio Workshop committee are: Don Dunphy, WOR New York sportscaster, chairman; Maggy Fisher, Fisher Productions; Nancy Craig, WJZ-TV New York; Eileen O'Connell, WMGM New York; Ray Chambers, radio-TV producer; Don Kearny, ABC-TV; Jerry Cotter, radio editor of *Sign* magazine; John O'Connor, *Catholic News*, and Ralph Rourke, Ed Turner and Frank Fitzpatrick, WFUV. Advisory members are the Revs. Leo L. McLaughlin, WFUV director, and Gregory L. Mooney, CYO. Ursula Mannle is CYO staff co-ordinator.

N.Y. Ad Club Course

ADVERTISING CLUB of New York will conduct its 29th annual advertising and selling course from Oct. 9, 1952, to March 5, 1953. Classes will be held Mondays and Thursdays 6:15-7:45 p.m. Registration will begin on Sept. 1.



allied arts

HANS BERGER, production manager, Kaye-Halbert Corp., L. A. (TV sets), named vice-president in charge of operations and production. **JOHN L. LYONS**, general sales manager for firm, promoted to national director of sales.

JACK N. SMITH, JEROME B. HIGGINS and **FREDERIC A. LYMAN** elected president, vice president and sales manager-secretary-treasurer respectively of Quality Television Corp., L. A., distributor of DuMont TV receivers.

HOWARD S. MONCTON, assistant to manager, Physics Lab., Sylvania Electric Products Inc., named administrative engineer of firm's Radio-TV Div., N. Y., succeeded by **IRWIN GOLDMAN.**

Mr. Goldman

Mr. Moncton

N. PRATT SMITH, free lance program sales representative in Salt Lake City, to Broadcast Merchandisers Inc., Hollywood (radio-TV merchandising plans), as sales director.

EARL T. CHAMPION appointed representative for Merit Coil & Transformer Corp., Chicago, in Wisconsin and Illinois.

P. BERNARD FLEMING, public relations staff, Westinghouse Electric Corp., appointed public relations manager, Westinghouse Electric Appliance Div., Mansfield, Ohio.

TED KENT, Universal-International Pictures, elected treasurer of American Cinema Editors, Hollywood. He succeeds **RICHARD HEERMANCE**, Monogram Pictures, who has resigned.

ORVILLE LAWSON and **RALPH PRYCE** appointed sales representatives for United Artists Television in Minneapolis and Omaha, respectively.

ASHBY, BURRUS & GREER, market research firm, opens offices in Fort Worth, Tex., in Neil P. Anderson Bldg. **JAMES B. ASHBY, DONALD R. BURRUS** and **JAMES W. GREER** are partners in firm.

RICHARD L. SANDEFUR, New England representative for Westinghouse Electric Corp., Sunbury, Pa., transfers to Chicago to represent firm in Illinois, Iowa, Minnesota, Wisconsin, North and South Dakota and Northern Michigan.

LEWIS D. STEARNS, account executive, KECA Los Angeles, to Hoffman Radio Corp., that city, as director of technical and engineering personnel.

UNITED PRESS TELEVISION NEWSREEL has taken over film laboratory at 1417 N. Western Ave., Hollywood, to service stories emanating from Pacific Coast. **GEORGE MILLER** is in charge of bureau.

PAUL FISH, advertising director, *Hunting & Fishing*, to Universal Recorders, L. A. (disc, tape, film recordings for radio-TV), as sales manager.

COBB SALES Co., Louisville, Ky., appointed by National Electric Products Corp., Pittsburgh, to handle products in Indiana, Kentucky, Tennessee and Illinois. **CLYDE H. SCHRYVER SALES Co.**, Kansas City, assumes similar duties in Missouri, Kansas, Iowa and Nebraska and **L. A. NOTT Co.**, San Francisco, in northern California and northern Nevada. **R. A. STANG SALES Co.**, N. Y., will cover metropolitan New York and New Jersey north of Trenton.

EMANUEL WEINTRAUB appointed purchasing agent for CBS Columbia Inc., N. Y. Mr. Weintraub has been chief buyer of CBS-Columbia's military program.

TRIMM Inc., Libertyville, Ill., announces publication of two bulletins, R-15a and R-23, describing complete lines of patch cords and jack panels used in radio stations and recording studios.

MARSHALL C. WELLS appointed general sales manager of Golden State Appliance Distributing Corp., L. A., newly-formed Admiral Corp. distributor.

FRANK J. LEEMING to Sprague Electric Co., North Adams, Mass., on application engineering staff.

DR. HENRY F. IVEY appointed director of research and development, Skiatron Electronics & Television Corp., N. Y., to coordinate firm's activities in subscription TV.

MAGNECORD Inc. moves Chicago sales and administrative offices to 225 W. Ohio St. Phone is Whitehall 4-1889.

INSULINE Corp. of America, Long Island City, N. Y., announces publication of new eight page brochure describing firm's facilities for production of electronic parts and equipment.

Equipment . . .

GALVANIC PRODUCTS Corp., Valley Stream, N. Y., announces manufacture of Seletester, Model 100A, for testing selenium rectifiers in radio-TV receivers.

SYLVANIA ELECTRIC PRODUCTS Inc. announces production of miniature 9-pin medium-mu triode and sharp cutoff pentode in one envelope, designated 6X8 developed as combined mixer and oscillator in TV receivers using intermediate frequency of approximately 40 mc.

DAVEN Co., Newark, N. J., announces availability of new series 690, "T" or balanced "H" attenuation networks designed for use in general laboratory and production testing. Series has frequency range from zero to 50,000 cps.

PLASTOID Corp., N. Y., announces production of new Synkote 300 ohm twin-lead featuring high tensile strength, resistance to heat, sunlight and salt air and production of clear steady pictures in fringe areas.

I. D. E. A. Inc., Indianapolis, has designed new voltage booster termed Regency VB-1, which maintains 117 volt power supply regardless of line voltage variations from 90 to 130 volts. Booster can also be used to obtain peak performance from electrical devices drawing 350 w or less.

PENTRON Corp., Chicago, announces production of new multispeed tape transport mechanism which can be used in high fidelity systems mounted in radio-TV sets or joined to existing amplifiers and P. A. systems. Unit features two recording and playing speeds—3¾" and 7½" and push-button operation for speed changes.

Technical . . .

HARRY DENNIS, WERE Cleveland engineer, promoted to chief engineer.

THE LATEST WCKY STORY

First in Listeners . . .

Oh What a Beautiful Morning!

Morning Advertisers 7 to 9 AM on WCKY are getting the lowest cost per thousand buy in Cincinnati.

WCKY...ON THE AIR EVERYWHERE—24 HOURS A DAY—7 DAYS A WEEK

1270 kc. WCKY CINCINNATI

PUBLICIZED as the most modern and efficiently designed studio and office building between Fort Worth and Denver is the new Radio Center home of KSEL Lubbock, Tex. The $120,000 structure, 50 x 92 ft., is the result of planning which began when KSEL went on the air Nov. 1, 1946

MINORITIES

Right of Expression Defended by Walker

"IF WE seek to deny the right of any minority in freedom of expression, then we are jeopardizing the sacred principle of American democracy that guarantees freedom of expression for all of us," FCC Chairman Paul A. Walker declared Monday in a talk on radio-TV and religion at the seventh annual radio workshop at the School of Religion, Butler U., Indianapolis.

The three-week workshop, sponsored by the Broadcasting & Film Commission of the National Council of the Churches of Christ in the U.S.A., is being attended by religious leaders from 11 states and seven foreign countries.

Chairman Walker said that "if we are to preserve our historic stand for freedom of conscience, we must insist that the licensee of a broadcasting station be fair to the members of the various faiths in his community, for the frequency he uses is a publicly-owned frequency and he is not an owner but a steward."

"The Commission has always regarded the broadcasting of religious programs as being in the public interest," the FCC chairman stated. "I am happy to say that despite the numerous and delicate problems facing the licensees of 3,000 aural stations and more than 100 television stations in making time available for religious broadcasting in a land of 265 different denominations, they have achieved a remarkable record of service and fairness."

Religious Applicants on File

Pointing out that religious organizations "may apply for commercial channel assignments in AM, FM and TV" and "operate them either commercially or non-commercially," Chairman Walker noted that three religious institutions have applied for commercial TV stations. He cited Loyola U. (WWL), New Orleans; Lutheran Church, Missouri Synod (KFUO), Clayton, Mo., and Baptist General Convention of Texas, Corpus Christi.

"Like other licensees of commercial stations," the FCC chairman continued, "they may not operate these stations merely to propagate their own views and beliefs, but are expected to offer a well-balanced program service."

Although acknowledging television to be the most powerful medium of mass communication yet devised, Chairman Walker stated that AM radio is America's "universal, instantaneous medium of mass communication." He said:

While there have been some melancholy predictions as to the ultimate impact of television competition on radio, there is still a brisk demand for new stations. As of today, there are 300 applications for new stations on file with the Commission. More communities already have a radio station than have a daily newspaper of their own. Virtually every American home has at least one receiving set. In addition, 27,500,000 autos are equipped with radio sets. For all practical purposes, radio is America's universal, instantaneous medium of mass communication.

Noting that the "technological marvel of broadcasting" has been used elsewhere in the world not to enlighten people but to "stifle freedom," Chairman Walker concluded, "we have a solemn responsibility—all of us, broadcasters, religious leaders and the government licensing authority—to exert all our intelligence, our good will and our tolerance to insure that this instrument shall promote freedom, not injure it."

Custom Record Sales

SALES by the RCA Victor Custom Record Div. have reached a new high for the summer months, James P. Davis, manager of the division, announced Wednesday. He prophesied that August will be as active a selling month as June and July. "We ascribe the increase in sales activity to a more efficient, streamlined service, an improved production set-up and an effective summer selling campaign," Mr. Davis declared.

SPONSOR USES RADIO'S 'CISCO KID'

Cowboy Theme Introduces Hawaiian Bakery Product

A HONOLULU bakery which was looking for an effective way to introduce a new loaf of bread to the public hit upon a novel idea by its co-sponsorship of the *Cisco Kid* radio cowboy series there, using as a wrapper trademark the figure of "Paniola, the Hawaiian Cowboy," and distributing among dealers a promotional gimmick with the cowboy motif.

When Lorrin W. Dolim, president-general manager of Snowflake Bakeries, Honolulu, saw the response to the *Cisco Kid* series on KULA Honolulu, ABC radio affiliate in that city, he decided to tie in his new Butter Crust white bread loaf with the American West theme.

Six-Shooter Promotion

On the day before Snowflake's inaugural ads, Jack Miller, Lund & Heitman Adv. commercial manager, who handles the account, forwarded to certain dealers a life-like "six-shooter" to which was attached, by a Cisco Kid saddle ring, a proof of the introductory ad. When the dealer pulled off the proof, a red streamer shot out, lettered with the words, "Hey pardner—pull the trigger on a fast sales-ringer!"

Snowflake reported an excellent response to the campaign, which included roping demonstrations at various markets by a real cowboy named Pedro, billed as "The Cisco Kid's Friend."

WHDH JULY SALES

Highest In Its History

INDEPENDENT WHDH Boston reported it had the "hottest" July in its history in billings, with national and local business up 14.8% over July 1951, previous high for that period. The 50 kw station also entered August with the largest amount of signed business in its history for that month, according to William McGrath, WHDH managing director.

"New national accounts are entering the spot radio field and others who left for a total fling at TV are putting some of their money back into the medium that still is the only one reaching all the people," Mr. McGrath said.

Citing the July 1952 Pulse which reported 22% of WHDH's total audience was located outside the home, Mr. McGrath said AM stations concerned about the coming of TV to their towns have "little to worry about if they stay continually aggressive, and stick to their guns, their facts—and their rate cards."

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK

in the public interest . . .

YOUNGSTERS from orphanages in the metropolitan New York area can thank Margaret Arlen, WCBS-TV New York star, for making their annual Orphans' Outing Day Tuesday at nearby Long Beach, L. I., a splashing success. Miss Arlen asked viewers of her television series (Mon.-Fri., 4-4:30 p.m. EDT) to send in bathing suits they didn't need for children aged 6 to 16. She received 2,283 suits and distributed them to the children at Long Beach on the day of the outing.

* * *

WWNC Aids Search

WWNC Asheville, N. C., staffers remained on the job throughout a 20-hour search for a 22-month-old son of a local physician. The boy had strayed from his home into nearby mountainous terrain. WWNC reported progress of the search through on-the-scene taped recordings. When the boy finally was found, dirty and scratched from the underbrush but otherwise unharmed, WWNC was the first to announce his safe return.

* * *

Cerebral Palsy Fund

FIGHT against cerebral palsy is receiving a boost through cartoons over WTVJ (TV) Miami, Fla. Joe Villella for the past two years has been drawing cartoons to music on the *Alec Gibson Show*. Most of the cartoons have been humorous. Thousands of requests were received for the original sketches. Now the cartoons have been put up for auction. Highest bidder will receive the drawing and money collected will be turned over to the Cerebral Palsy Fund. Proceeds from the first week's auction amounted to $112, WTVJ reported.

* * *

Making Hay

YOU can't make hay when the sun shines too much—that's what farmers have discovered in the rain-starved Ozark region. Faced with a crisis, they turned to radio—and the Missouri Farmers Assn.—for relief. MFA sponsors daily programs throughout the state, touching on farmers' problems. The Ozark lads called on Loyd Evans, farm director of KWTO Springfield, Mo., and MFA commentator, who requested listeners to send hay. Other stations joined in the campaign with the result, according to MFA in Columbia, Mo., that "the highways are full of hay rolling south."

* * *

Cited as 'Guidepost'

PUBLIC service programming of WBAL-AM-TV Baltimore has been cited as a "guidepost" for similar cooperation between the American Red Cross and other radio-TV stations throughout the country. Mrs. Jean Nowak, radio-TV director for the Red Cross' eastern area, expressed appreciation to the Hearst-owned station for donating public service time on a continuing basis. WBAL-TV was lauded for giving a live presentation of all Red Cross activities and services and for interest shown by Arnold Wilkes, public service director, and Anne Holland, his assistant, who is commentator for a weekly TV program.

* * *

Future Farmers

W. A. RUHMANN, farm editor, WBAP Fort Worth, was one of 11 men honored for contributions to the farm youth of Texas by the Future Farmer Assn. at its 24th annual convention in Dallas. The men received the Honorary Lone Star Farmer degrees, highest honor bestowed by the Texas Future Farmers.

* * *

KSEM Wins Award

KSEM Moses Lake, Wash., has been honored by the local chamber of commerce "for the outstanding performance of public service broadcasting done during the Columbia Basin Water Festival." In accepting the recognition, Alan Miller, KSEM general manager, reviewed the more than 59 hours of coverage given the festival. This included 17 live and direct remotes, which necessitated 250 miles of phone lines to reach widely scattered origination points. During the festival, KSEM hired two extra engineers, two additional announcers and at one time had four special event crews in the field.

* * *

Keep Parks Clean

WAAM (TV) Baltimore has embarked on a campaign to keep the city parks free from unnecessary litter. Campaign includes 20-second spots which are to be aired Thursday through Sunday during the summer. Station urges viewers to use available trashbaskets for litter. Slides are used.

* * *

Relays Message

WSPD Toledo, Ohio, says it was responsible for locating a man in Detroit and relaying a message that his father in Toledo was about to undergo a serious operation. A friend in Detroit heard the message on a news program and notified the son shortly afterward, upon which he immediately contacted his family.

* * *

Charlotte Simulcast

FOUR Charlotte, N. C., radio stations and one TV station joined facilities in an explanation forum on the city's United Fund adoption. Stations were listed as WAYS-AM-FM, WIST (FM) WSOC-AM-FM, WBT-AM-FM and WBTV (TV). The simulcast originated at WBTV with Lee Kirby of that station serving as moderator.

* * *

WJW Honored

WJW-AM-FM Cleveland was honored July 24 at a luncheon given by the Cleveland Paint, Varnish & Lacquer Assn. The station was presented an Achievement Award in conjunction with the Greater Cleveland Clean Up Committee in recognition of WJW's contribution to the city's 31st annual "Clean Up, Paint Up, Light Up Campaign." Bruce MacDonald, WJW program director, accepted the award.

* * *

Station Shutdown

WGNO Mayfield, Ky., went off the air for a half-hour fortnight ago while the entire staff donated to the Nashville Regional Red Cross Blood Center. This dramatic move climaxed the station's efforts to aid the blood drive, which had gotten off to a slow start.

* * *

Book Drive

INTEREST and time devoted by WGST Atlanta, Ga., to a book collection drive for migrant children drew commendation from the National Council of the Churches of Christ and the Broadcasting and Film Commission, New York. WGST staff cooperated with the Jack Berch show to help collect [illegible] books, placing A[illegible] at the top of the list during the test campaign, with Orlando, Fla. ranking second. Two groups thanked Jack Kelly, WGST program director, and asked him for a critical analysis of the campaign and possibility of closer contact with local church people and bus companies which transported over 7,000 books.

* * *

WPPA Push

EXAMPLES of radio's pulling power—and its use in the public interest—was reported by WPPA Pottsville, Pa., in connection with the city's drive to raise $450,000 for new industry. With $436,500 pledged for the campaign, it appeared that the saturation point had been reached, Station's staff combined with management and live talent, however, to give a series of marathons, including one all-night program. As a result, WPPA raised over half the sum needed ($7,670) and helped push the rest of the drive over the top. Station claims it was the first time an all-night radio marathon was used in central Pennsylvania.

* * *

'World's Best Picnic'

WNOE New Orleans was host Aug. 5 to 500 area orphans at what the station describes as "the world's best picnic." A leading restaurateur furnished meat balls and spaghetti. A Dixieland band and station personalities led a score of entertainers. Former Gov. James A. Noe, who owns WNOE, distributed $1,500 worth of baseball equipment. Many civic officials and organizations helped, said WNOE, "to make it a perfect day."

* * *

Aids Child Invalid

WCBM Baltimore morning personality, Colonel Newell Warner, got heartwarming evidence of the wide coverage area his program reaches. One of his most loyal listeners is a nine-year-old Baltimore girl, suffering from a brain tumor. The parents wrote, asking Mr. Warner if any of his listeners could find time to write their invalid daughter. Cards and letters came from Canada, Connecticut, New Jersey, Pennsylvania, Maryland, Virginia and the District of Columbia.

* * *

CBS Series on WHAS

PUBLIC service program series, *The People Act*, originally broadcast over CBS is being presented by WHAS Louisville. Station airs the programs in Class A time, one show each night for 26 consecutive nights. Series deals with real-life stories about contemporary Americans working together to solve their local problems. Saturation scheduling was decided on,

for

TOWER and ANTENNA erection

at its Best

insist on

ETS
ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846

Competent installation and erection of all types towers and antennas

Sam Gifford, program director, reports, because it will draw more listeners and have greater results.

* * *

Helps Cancer Victim

SEVERAL hours of one of WEBK Tampa's broadcast days last month were devoted to an appeal for donations for Dale Holsomback, 17-year-old cancer victim who was in need of immediate hospitalization. Station reports 300 phone calls were received from listeners who wished to make contributions. Arrangements were made with a cab company to pick up the pledges as they were called in. Total of $796.75 was collected.

* * *

Aids Blood Bank

WORZ-AM-FM Orlando, Fla.'s hillbilly disc jockey promoted "Hillbilly Day" at the local blood bank under the motto: "Every Good Hillbilly Will Go To the Blood Bank and Give a Pint of Blood." The Orlando Transit Co. cooperated by giving free rides to blood bank passengers.

TAYLOR STAYS

Until New SDPA Head Named

GEN. TELFORD TAYLOR, former FCC general counsel, has agreed to stay on as Small Defense Plants Administrator until his successor is named — perhaps by Sept. 10.

Gen. Taylor, who also was chief counsel for the Joint Committee on Educational Television, notified President Truman last week of his intention to resign [AT DEADLINE, Aug. 11]. He will return to private law practice in New York, he told newsmen.

Gen. Taylor was named SDPA chief last October, and pointed out he had stayed beyond the six or eight months he had agreed to serve.

After World War II, he served as chief American prosecutor at the Nuremberg trials in Germany. Before and after this appointment, Gen. Taylor had been mentioned for FCC membership vacancies. He was named chief counsel in 1940 during the chairmanship of James Lawrence Fly and took leaves of absence in succeeding years to assume other duties.

ARF Newspaper Study

ADVERTISING Research Foundation's first newspaper audience study, covering statewide and farm audiences — and their characteristics—of the *Des Moines Sunday Register* and its monthly magazine supplement, *Iowa Farm and Home Register*, will be issued late next month. Covering six issues of the Sunday paper and two of the magazine, whose publisher underwrote the full estimated $30,000 cost, the study reports on 2,760 interviews conducted by Alfred Politz Research Inc., under ARF supervision.

Political Drives Strategy Weighed

(Continued from page 27)

TELECASTING he probably will maintain a heavy commuting schedule while on leave of absence from the station. It was not known whether he planned to attend upcoming NARTB District 8 meeting, of which he is director.

Sizable time chunks have been reserved through blanket contracts for radio-TV time, according to Mr. Humphreys. Television's limited originating points in certain key cities may limit use of video, he said, adding that the national committee will "probably use more radio time but spend more for television." No budget figures are available, he said, although the GOP target is $4.8 million for overall campaigning.

Mr. Humphreys intimated that the GOP is just as far along on lining up radio-TV time as the Democrats. Late evening segments on the major radio-TV networks are earmarked for contract because there's less a problem of pre-emptions involved here, he feels. Mr. Humphreys has been maintaining close contact with the Kudner Agency. Time purchases imply use of segments not only for major speeches, but for special programs utilizing visual aids and other material.

Local Commitments Underway

Local commitments by diverse GOP groups also are underway. The Committee for Eisenhower, as an example, has bought a series of Sunday night programs on KTTV (TV) Los Angeles, running Aug. 17 (yesterday) through Nov. 2. Series is titled *What's Ike Like?*

The Eisenhower and Stevenson speeches before the American Legion in New York Aug. 25 and Aug. 27, respectively, were not set up through the GOP national committee machinery, indicating that networks will carry them as public service sustainers on an equal basis to each candidate. Gen. Eisenhower may elect to open his frankly political campaign in Philadelphia Aug. 28.

All campaign planning of the national committee and the Republican Congressional and Senatorial committees are being coordinated at the GOP Campaign Committee level. A definite program is taking shape for the House campaigns.

The Congressional Committee is supplying House candidates with recordings of 30-second and 60-second station break radio spot announcements. Each candidate will receive, without charge, at least one 16-inch record containing a wide variety of spots using effective sound effects and covering basic issues.

The one-minute spots will utilize services of two professional announcers dissecting a political issue to get the listeners' attention. Accompanying each record will be a suggested script to be read by the local announcer.

Material is slated for delivery Oct. 5, but candidates are urged to purchase spot time as soon as possible. Time segments during the breakfast and dinner hours were recommended.

A series of five-minute radio shows also are being prepared, with scripts covering vital campaign issues and utilizing "live voices" of Democratic leaders. "A dramatic and listener-catching effect which would be difficult to achieve in a straight radio speech" was promised. Delivery date is Sept. 20.

Candidates with TV facilities in their districts also will benefit through the Congressional Committee's preparation of station break spots on 16mm film. Basic format is the tie-in method used for radio announcements.

"TV time is difficult to purchase," the committee points out, calling on candidates again to purchase TV spot time early, preferably adjacent to end-of-the-day newscasts or early evening hours. Delivery is promised Oct. 5.

With respect to programs, the committee points out that "television shows must move" and that "speech-making, common to radio, is not good TV." Panel or-question-and-answer type formats have been used though not too successfully, the committee felt.

Cost-Cut Preparation

In a move to hold down costs, the committee has prepared 5-minute and 15-minute TV scripts, together with charts, photographs and slides. Use of the 16mm film, "The Case for a Republican Congress," telecast on NBC-TV May 2, also was suggested. Production of 5-, 10- or 15-minute TV film spots is underway. Candidates were invited to submit their reactions to committee headquarters because of "cost and other factors." Delivery of packet material is set for Sept. 30.

Only inkling of activity on the Senatorial level was evidenced by Michael V. DiSalle, former price stabilizer and now a candidate for the seat of Sen. John Bricker (R-Ohio) in the November elections. He announced plans for a series of radio and TV programs during which he would answer questions telephoned to him by the listening-viewing audience. He may open the series in Columbus next month, though his limited funds and availability of air time posed two problems.

Meanwhile, Sen. A. S. (Mike) Monroney (D-Okla.) expressed hope last week that Congress would revise election laws on campaign expenditures. Under present law, Senators are limited to a $25,000 ceiling and House members $10,000. A Senate Election subcommittee studied a series of bills intended to remedy this failing during the last session but took no concrete action.

TOP
PERSONALITY . . .
PAUL BERLIN
on
"DINNER DATE"
TOP
HOOPER

5:30-5:45 PM SEGMENT
Mon.-Fri.

KNUZ	**3.1**
Net. Sta. "A"	2.9
Net. Sta. "B"	2.5
Net. Sta. "C"	1.5
Net. Sta. "D"	1.7
Ind. Sta. "A"	0.0
Ind. Sta. "B"	0.2
Ind. Sta. "C"	0.6

April, 1952 Hooper

TOP
BUY

COST PER WEEK
TALENT & TIME
(52-wk Basis)
Mon.-Fri.—$135.00

CALL FORJOE
NATIONAL REPRESENTATIVE
OR
DAVE MORRIS
GENERAL MANAGER
AT
KEYSTONE 2581
HOUSTON, TEXAS

K-NUZ
HOUSTON'S LEADING INDEPENDENT

Open Mike

(Continued from page 20)

Gate Theatre publicity director. ". . . Here at the Golden Gate our box office business on 'King Kong' more than tripled for the week. Reports from other theatres showing the film indicate they too are experiencing two- and three-fold their normal business."

In Northern California, movies do better than ever . . . when sold via KGO and KGO-TV.

Gordon Grannis
Mgr. of Advertising,
Promotion & Publicity
KGO-AM-TV San Francisco

* * *

First-Class Fuss

EDITOR:

It is with interest that I note your stand in favor of the proposal now pending before the FCC to lower licensing standards for broadcast station operators. This proposal should be studied from an engineering point of view also.

Why do you print letters from management and articles by NARTB criticizing engineering personnel — including chief engineers—without giving them any recourse to answer the accusations through the medium of your publication? Is this fair play? . . .

Albert A. Miller
Lake Worth, Fla.

[EDITOR'S NOTE: Though BROADCASTING • TELECASTING has taken an editorial position in favor of revising the operator rules, its news columns and OPEN MIKE have given impartial play to both sides of the controversy. If Mr. Miller feels his side has been shortchanged, he must have missed a full-length article in the July 28 issue citing opposition comments filed with the FCC.]

* * *

EDITOR:

. . . I am employed as chief [engineer] of a 1 kw station. I have three fulltime first-class men on my staff. If the time should come when I have to use restricted men, it is very doubtful that I would ever get any sleep, let alone a chance to take a little vacation now and then . . .

It wasn't too many months ago that it became necessary for every radio station to make a complete run on frequency response, distortion, noise, hum and frequency shift every four months. We were to have this technical information on hand for the inspector to see on his visits. Now it is suggested that every radio station of 10 kw or less not using directional facilities need not even have on its staff a man who can even read the curves, let alone make one. . . .

L. H. Beckwith
Middletown, Ohio

* * *

EDITOR:

. . . I say let the station owners who are yelling for a third class holder to be allowed to operate without supervision look at the files of stations who are offering a livable wage and see just how many good, competent first class tickets are on the waiting list as prospective employees. Just last week I was talking to the owner of a 5 kw station that is paying $90 a week for first class engineers, and he said that they have a waiting list of applicants all the time, and any time he has need of a man he has at least 20 to choose from.

Does this look like a shortage? The only shortage at the present time is the shortage of enough stations that are willing to pay a man enough to live on. If these stations would up their offers about $20 a week, I'll bet they'd get plenty of applicants.

Dean Clayton
KDKD Clinton, Mo.

* * *

EDITOR:

Although this comment is a little late on the operator requirements issue, I think it covers an argument not before touched in the dispute.

First-class ticket holders are frequently the only personnel in a station that have any regard at all for FCC rules and regulations regarding programming (in combo operations) and transmitter requirements.

As a matter of fact, the first-class operator is the greatest control the FCC has over the operation of a station, simply because the operator knows full well that willful mis-operation can cost him his ticket and livelihood. A man who has obtained a third-class ticket by declaration or even examination is not a man who regards the operational side of radio a career. . . . His interest in the proper operation of the equipment within the regulations wanes from vague curiosity to indifference as time passes. . . .

Name Withheld
Ontario, Ore.

[EDITOR'S NOTE: So much space has recently been devoted to this subject in OPEN MIKE that B•T must now call a halt to further comment and turn the letters columns over to other topics.]

Our Respects To

(Continued from page 56)

monthly when the NRA came into being.

Standard Brands hired Mr. Norman as one of a group of college men on an experimental basis. When he left that company in 1937, he was the only one left of the original group. By that time he was assistant manager of the Standard Brands branch office on Chicago's West Side.

When he joined A. C. Nielsen Co. in 1937, his travels really began. Completing a training course in Chicago, he was sent to Los Angeles, and with that base, traveled the Western United States, laying out the Nielsen samples.

Eventually he got a roving assignment, relieving vacationing Nielsen field men. It was on this job he traveled 50 weeks of the year in 44 states.

It also was during these travels, while in New Orleans, he met Virginia Carolan, a striking brunette from Booneville, Ark. She became Mrs. Norman April 18, 1941. The Norman family today also includes Donald Jr., 10, and Doug, 8.

Now married, he was ready to settle down. A. C. Nielsen cooperated by limiting assignments to the West Coast, making him a field supervisor. But this still meant traveling. Mr. Norman resigned in Sept. 1943, to become an NBC spot salesman.

In May 1944 he moved from San Francisco to Hollywood; in February the following year he went to New York, eventually to become sales manager of WEAF, soon to become WNBC.

During his WNBC days Mr. Norman and Thomas B. McFadden began an association which made them one of NBC's most effective teams. When Mr. McFadden was manager of WNBC and WNBT, he appointed Don Norman his assistant. Upon Mr. McFadden's shift to Hollywood in 1950 as manager of KNBH, it was natural his assistant should join him as sales manager.

Upon Mr. McFadden's return to New York last April to become director of NBC national spot sales, Mr. Norman succeeded him as KNBH general manager.

Although willing to go wherever NBC may send him, the energetic Don Norman is happy with his home in Glendale and hopes his long Odysseys are over. As an executive he goes from crisis to crisis, quietly and in a businesslike fashion, solving problems. He rarely works late, and if forced to, feels he has failed as an organizer.

Pleased and excited to be part of a great new medium, the young executive believes TV barely has scratched the surface of its ultimate potentialities.

Neither a joiner nor a hobbyist, he admits playing golf in the 80s and low 90s at the Lakeside Country Club.

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

"GOOD NEWS"

Sends 2,000 Sweaters to the Cleaners

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950 . . . five 5-minutes weekly, with Mary Louise Marshall handling woman-slanted commentary.

Firm's only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions . . . e.g: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks . . . and *there were 2000 freshly cleaned in the Quint-Cities.* Take your cue from Yerbury-Dana . . . buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM • FM ALSO TV

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

XUM

AUGUST 18, 1952

TELECASTING

IN THE ISSUE

New Grants Reach Total of 36
Page 73

Writer Cut-Off In SWG Strike
Page 73

Additional Television Applications
Page 74

Latest Set Count By Markets
Page 86

in our 7th year

Next-most familiar sight in Birmingham

It's Vulcan, god of the forge, looming 179 feet from the top of Red Mountain.
The most familiar sight? With 13 of the top 15 weekly TV shows in town and 9 of the top 10 multi-weekly shows—and with 147% more quarter-hour wins than the second station—
it's...

WAFM-TV
Television Alabama

Represented by CBS Television Spot Sales

Source: Birmingham Telepulse, July 1952

"'Television Farmer' brings you up-to-the-minute news . . ."

Monday through Friday, at 12:00 noon, the latest developments in the field of agriculture unfold before the eyes of farm viewers, on WGAL-TV's popular show, "Television Farmer." Recently, an unusually interesting show on contour farming was presented. To bring viewers the new and dramatic story of contour farming, a WGAL-TV cameraman was flown over southeastern Pennsylvania, where this technique is used with outstanding results.

"Television Farmer," a program designed specifically to keep WGAL-TV's wide farm audience in touch with the latest farming information, is another of this station's many significant public-service programs.

WGAL-TV
LANCASTER
PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles

TELECASTING

AUGUST 18, 1952

GRANTS TOTAL 36

Pittsburgh Channel 4 Solution Posed

By LARRY CHRISTOPHER

POST-THAW commercial TV station grants rose to 30 last week as FCC authorized another half-dozen new commercial outlets—the greatest number since the initial action granting 18 permits [B•T, July 14]. Additionally, two more noncommercial educational authorizations last week increased the total in that category to six.

The eight new construction permits went to the following (full details, page 74):

Bridgeport, Conn.—Harry L. Liftig, UHF Channel 49, effective radiated power 99kw visual and 60kw aural with antenna height above average terrain 658 ft. Estimated date for commencement of operation is unknown.

Ashland, Ky. — Polan Industries, UHF Channel 59, ERP 250kw visual and 130kw aural, antenna 470 ft. Estimated commencement date: Unknown.

Baton Rouge, La.—Modern Broadcasting Co. (WAFB), UHF Channel 28, ERP 225kw visual and 115kw aural, antenna 490 ft. Estimated commencement date: February, 1953.

Scranton, Pa. — Appalachian Co., UHF Channel 73, ERP 11kw visual and 5.9kw aural, antenna 760 ft. Estimated commencement date: About Christmas.

Scranton, Pa.—Scranton Broadcasters Inc. (WGBI), UHF Channel 22, ERP 290kw visual and 150kw aural, antenna 1,170 ft. Estimated commencement date: Early 1953.

El Paso, Tex.—Tri-State Broadcasting Co. (KTSM), VHF Channel 9, ERP 64kw visual and 32kw aural, antenna minus 60 ft. Estimated commencement date: Early 1953.

Binghamton, N. Y.—New York State U. Board of Regents, reserved UHF Channel 46, ERP 200kw visual and 105kw aural, antenna 540 ft.

New York City—New York State U. Board of Regents, reserver UHF Channel 25, ERP 205kw visual and 110kw aural; antenna 680 ft.

Applications designated or slated for hearing now total 102 with the addition of the following new notifications:

Portland, Ore. (Priority Group A-2, No. 2)—Northwest Television and Broadcasting Co., applicant for VHF Channel 12, is being notified its bid is mutually exclusive with those of Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ is 40% owner), hence consolidated hearing is necessary.

Sacramento, Calif. (Group A-2, No. 11) — Sacramento Broadcasters Inc. (KXOA) and Maria Helen Alvarez, each seeking UHF Channel 40, are being notified their applications are mutually exclusive and hearing is necessary. John Poole Broadcasting Co. and Jack O. Gross, each seeking UHF Channel 46, are being notified comparative hearing is required.

For complete status of all grants and applications as of Aug. 7, according to city priority lists, see B•T issue of Aug. 11.

Scranton, Pa. (Group A-2, No. 20) — Electric City Telecasting Co. (WQAN) and Union Broadcasting Co. (WARM), each seeking UHF Channel 16, are being notified comparative hearing is required.

The 30 post-thaw commercial grants include 9 VHF and 21 UHF authorizations, one of which, KFEL-TV Denver, is already on the air with interim operation on VHF Channel 2. With KFEL-TV, the number of operating TV stations in the U. S. now totals 109. Since April 14, when FCC issued its Sixth Report and Order finalizing the TV allocation [B•T, April 14], a total of 755 new and amended applications have been filed with the Commission, including those already granted and set for hearing.

Other TV developments last week included:

● Proposal for solving the VHF Channel 4 bottleneck at Pittsburgh, contained in a petition filed with FCC by Pittsburgh Mayor David L. Lawrence to allocate Channel 4 to Irwin, Pa., 17 miles from that city and 170 miles from Buffalo (WBEN-TV), 177 miles from Columbus, Ohio (WLWC) and 171 miles from Washington (WNBW).

● Prompt subsequent announcement by KQV Pittsburgh (CBS is 45% owner) that it will seek Channel 4 at Irwin.

● New protest by a third member of FCC, Comr. E. M. Webster, to granting of new educational stations prior to appropriation of construction and operating funds. Earlier dissenters were Comrs. Rosel H. Hyde and Robert F. Jones [B•T, July 28].

● Denial of plea by WHYU Newport News, Va., for reconsideration of Sixth Report to assign UHF Channel 33 to Newport News rather than to Norfolk-Portsmouth-Newport News as a whole [B•T, June 30].

● Petition by newly authorized WFMJ-TV Youngstown, Ohio [B•T, July 14], asking FCC to change its assignment from UHF Channel 73 to Channel 21, since correction of a frequency spacing error in the Sixth Report now

(Continued on page 80)

RCA AMPLIFIERS

Ready for VHF Stations

AMPLIFIERS to enable operating TV stations to boost their transmitter power to the maximums permitted by the FCC are now available, RCA Victor Div. announced last week.

For low Channels 2-6, RCA Victor has a conversion amplifier to boost the standard 5 kw transmitter to 25 kw output. For high VHF Channels 7-13, the company has a converter to up 5 kw output to 20 kw. The conversion amplifiers each weigh 7,500 pounds. They also require a linear amplifier for the visual carrier and a Class C amplifier for the aural carrier.

The new equipment features air-cooled tubes and transformer, metering for all amplifier tubes, high speed AC and DC overload protection and simple, single-ended RF circuits.

SWG STRIKE

Strict Writer Cut-off Ordered

WITH NO indication from either side of a possible compromise as the strike goes into its second week, Screen Writers Guild today tightened lines around the Alliance of TV Film Producers by ordering a complete cut-off of material from writer members to any of the 13 Hollywood TV film producers involved.

Under threat of heavy fines, writers were ordered to complete contracted assignments by Sunday night. Fines will be double the amount of money writers receive from their assignments.

Strike went into effect last Monday after a breakoff of negotiations for a new bargaining contract July 30 [B•T, Aug. 11].

Among other working conditions the guild is demanding (1) a minimum advance payment to the writer against a percentage of the gross, (2) exclusive rights only to be bargained for and these on a seven year lease basis and (3) all other rights to remain property of the author.

While willing to compromise on other points, the Alliance has maintained it is "unjust and revolutionary for the writers to demand a percentage of a producer's gross revenue without having put up a dime in the risk of production."

The Alliance holds to the position of repayment to writers for re-use of material, but not for each re-use. Repayment would apply to re-use only after a specified number of showings and/or after certain time periods.

Emergency Clause

To seal off a material leak, SWG advised members Thursday to include an emergency clause in all contracts which guarantees that scripts delivered will not be conveyed "in any manner, shape or form" to an Alliance member. The guild ruled that name of the producer to whom story is being sold, name of series for which it is intended and that of sponsor be contained in the contract.

Radio Writers Guild members were to meet late last week to determine whether to support or ignore the SWG strike and to discuss possibilities of the long threatened withdrawal from Authors League of America.

Screen Writers Guild reported some 19 TV filmed program series are affected by the walkout. SWG lists them as follows:

William Boyd Productions' NBC-TV "Hopalong Cassidy"; William F. Broidy's "Wild Bill Hickok" for Kellogg Co.; Bing Crosby Enterprises' "Rebound" for Packard Motor Car Co.; Jerry Fairbanks' "Front Page Detective"; Flying A Productions' CBS-TV "Gene Autry" for Wm. Wrigley Jr. Co., "Death Valley Days" for Pacific Coast Borax Co., and "Range Rider"; Gross-Krasne-Dewitt's CBS-TV "Big Town" for Lever Bros.; Roy Rogers' NBC-TV "Roy Rogers Show" for General Foods; Screen Televideo's "Electric Theatre" for Edison Electric Institute, "Jewel Theatre" for Hamilton Watch Co. and International Silver, "Rainier Theatre" for Rainier Beer, "Stegmaier Theatre" for Stegmaier Beer, "Sunkist Theatre" for Sunkist Growers Assn., and "Televideo Theatre"; Adrian Weiss' "Craig Kennedy, Criminologist"; Frank Wisbar's NBC-TV "Fireside Theatre" for Procter & Gamble; Ziv's "The Unexpected," "Boston Blackie" and "Cisco Kid."

XUM

television grants and applications

Digest of Those Filed With FCC Aug. 8 through Aug 14

Grants Since April 14:

	VHF	UHF
Commercial	9	21
Educational	1	5
Total	10	26
On the Air	110 [1]	

[1] Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

NEW	AMENDED	VHF	UHF	TOTAL
		(Commercial)		
437	307	447	296	744 [2]
		(Educational)		
11		4	7	11
		(Total)		
448	307	451	303	755 [2]

[2] One applicant did not specify channel.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees: **WKAB-TV Mobile, Ala.** (Pursley Bcstg. Service, UHF Ch. 48); **WFTV (TV) Fort Lauderdale, Fla.** (Gerico Investment Co., UHF Ch. 17); **WFTL-TV Fort Lauderdale, Fla.** (Gore Pub. Co., UHF Ch. 23); **KSAC-TV Manhattan, Kan.** (Kansas State College, VHF Ch. *8); **WCTV (TV) Flint, Mich.** (Trans-American Television Corp., UHF Ch. 28); **WCCO-TV Minneapolis** (Midwest Radio-Television Inc., VHF Ch. 4, *change from* WTCN-TV); **KROD-TV El Paso, Tex.** (Roderick Bcstg. Corp., VHF Ch. 4); **KGMB-TV Honolulu, T. H.** (Hawaiian Bcstg. System, VHF. Ch. 9), and **WKAQ-TV San Juan, P. R.** (El Mundo Bcstg. Corp., VHF Ch. 2).

NEW STATION GRANTS

BRIDGEPORT, Conn. — Harry L. Liftig, granted UHF Ch. 49 (680-686 mc); ERP 99 kw visual, 60 kw aural; antenna height above average terrain 660 ft., above ground 480 ft. Engineering conditions. Estimated construction cost $223,600, first year operating cost $125,000, revenue $100,000. Post Office address 40 Platt St., Ansonia, Conn. Studio location to be determined. Transmitter location on Booth Hill, 6.9 mi. North of center of Bridgeport. Geographic coordinates 41° 16′ 45″ N. Lat., 73° 11′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Millard M. Garrison, Washington. Sole owner is **Harry L. Liftig**, treasurer of Samuel J. Liftig Inc. (metal and industrial supplies), Ansonia, Conn. [See TV Applications, B•T, July 28.]

ASHLAND, Ky. — Polan Industries, granted UHF Ch. 59 (740-746 mc); ERP 250 kw visual, 130 kw aural; antenna height above average terrain 470 ft., above ground 224 ft. Engineering condition. Estimated construction cost $311,000, first year operating cost $150,000, revenue $160,000. Post Office address 321 8th St., P. O. Box 1720, Huntington, W. Va. Studio location Ashland, Ky. Transmitter location North Kenova, Ky. Geographic coordinates 38° 24′ 40″ N. Lat., 82° 33′ 54″ W. Long. Transmitter and antenna GE. Legal counsel, McKenna & Wilkinson, Washington. Consulting engineer, A. D. Ring & Co., Washington. Applicant is manufacturer of envelopes for cathode ray tubes. Principals include equal partners **Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Charles M. Polan M.D.** and **Lake Polan Jr.**, all of Huntington. E. G. Polan is 20% stockholder in Huntington Bcstg. Co. (WPLH-AM-FM). [See TV Applications, B•T, July 14.]

BATON ROUGE, La.—Modern Bcstg. Co. (WAFB), granted UHF Ch. 28 (554-560 mc); ERP 225 kw visual, 115 kw aural; antenna height above average terrain 490 ft., above ground 500 ft. Engineering conditions. Estimated construction cost $278,293, first year operating cost $180,000, revenue $204,000. Post Office address Guaranty Income Life Bldg., Baton Rouge, La. Studio and transmitter location on corner of Government and Maximillian. Geographic coordinates 30° 26′ 36″ N. Lat., 91° 10′ 27″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Louis S. Prejean** (18.3%), Vice President **T. E. Gibbens** (4.5%), Secretary **Jack S. Burk** (14.9%), Treasurer **Francis H. Lee** (4.2%), **C. C. Barnard** (14.9%) and **Charles Lamar Jr.** (9.1%). [See TV Applications, B•T, July 28, June 30.]

† SCRANTON, Pa.—Appalachian Co., granted UHF Ch. 73 (824-830 mc); ERP 11 kw visual, 5.9 kw aural; antenna height above average terrain 760 ft., above ground 161 ft. Engineering condition. Estimated construction cost $138,800, first year operating cost $180,000, revenue $200,000. Post Office address 519 Mulberry St., Scranton, Pa. Transmitter location 4.5 mi. SE of center of Scranton. Geographic coordinates 41° 23′ 08″ N. Lat., 75° 36′ 05″ W. Long. Transmitter and antenna Workshop Associates. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Principals include General Partners **Frank J. Collins** ($180,000 partnership contribution), president, general manager and 30% owner of Wyoming Co. (coal), Scranton; **Dahl W. Mack** ($25,000 partnership contribution), owner of Scranton Radio & Television Co. (radio and electronic wholesaler), Scranton, and **Henry J. Geist** ($20,000 partnership contribution), owner of Henry J. Geist & Assoc. (communications engineering consultants), New York. [See TV Applications, B•T, July 21.]

BINGHAMTON, N. Y.—U. of the State of New York, granted UHF Ch. *46 (662-668 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 540 ft. Engineering conditions. Estimated construction cost $251,500. Post Office address State Education Dept., Albany, N. Y. Studio location 31 Main Street. Transmitter location on grounds of state Veterans Hospital on eastern edge of Binghamton. Geographic coordinates 42° 06′ 46″ N. Lat., 75° 52′ 01″ W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York. [See TV Applications, B•T, Aug. 4.]

NEW YORK—U. of the State of New York, granted UHF Ch. *25 (536-542 mc); ERP 204 kw visual, 110 kw aural; antenna height above average terrain 680 ft. Engineering condition. Estimated construction cost $251,500. Geographic coordinates 40° 32′ 51″ N. Lat., 74° 00′ 84″ W. Long. Transmitter and antenna GE. See Binghamton grant. [See TV Applications, B•T, July 7.]

† SCRANTON, Pa.—Scranton Bcstrs. Inc. (WGBI), granted UHF Ch. 22 (518-524 mc); ERP 290 kw visual, 150 kw aural; antenna height above average terrain 1,170 ft., above ground 150 ft. Engineering conditions. Estimated construction cost $336,298, first year operating cost $100,000, revenue $75,000. Post Office address 1000 Wyoming Ave., Scranton, Pa. Studio location 1000 Wyoming Ave., Scranton, Pa. Transmitter location near top of Bald Mountain. Geographic coordinates 41° 25′ 38″ N. Lat., 75° 44′ 58″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **M. E. Megargee** (12%), Vice President **Marcella Megargee Holcomb** and Secretary **K. A. Megargee** (6%). [See TV Applications, B•T, July 7.]

EL PASO, Tex.—Tri-State Bcstg. Co. (KTSM), granted VHF Ch. 9 (186-192 mc); ERP 64 kw visual, 32 kw aural; antenna height above average terrain minus 60 ft., above ground 345 ft. Engineering condition. Estimated construction cost $201,000, first year operating cost $204,600, revenue $222,816. Post Office address 801 N. Oregon St., El Paso, Tex. Studio location 801 N. Oregon. Transmitter location on roof of Mills Bldg., Mills and N. Oregon Streets. Geographic coordinates 31° 45′ 35″ N. Lat., 106° 29′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Karl O. Wyler** (85%), **F. L. Koons** (10%) and **W. C. Bailey** (5%). [See TV Applications, B•T, July 14.]

HEARINGS

FCC on August 14 notified seven applicants for TV stations that their applications are mutually exclusive and indicate the necessity for a hearing. For full details, see story, page 73.

OPINION AND ORDER

NEWPORT NEWS, Va. — Eastern Bcstg. Corp. (WHYU). By memorandum opinion and order FCC denied petition for reconsideration of Sixth Report & Order [B•T, April 14] and assign UHF Ch. 33 to Newport News or assign that channel to Norfolk, Portsmouth and Newport News individually, and grant further relief. Opinion and order Aug. 14. (See story, page 73.)

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled.

† SPRINGFIELD, Ill. — WCBS Inc. (WCVS) (modification of application), UHF Ch. 20 (506-512 mc); ERP 19.45 kw visual, 9.72 kw aural; antenna height above average terrain 426 ft., above ground 427 ft. Estimated construction cost $125,058, first year operating cost $134,370, revenue $150,000. Post Office address: 523 East Capitol Ave., Springfield, Ill. Studio location: 523 East Capitol. Transmitter location: 3000 South 4th St. Geographic coordinates: 39° 45′ 41″ N. Lat., 89° 39′ 03″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Edward W. Jacker, Elmhurst, Ill. [Earlier application sought VHF Ch. 2; see B•T, July 28.]

† SPRINGFIELD, Ill.—Sangamon Valley Television Corp. (WTAX) (modification of application), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 552 ft. Estimated construction cost $331,275, first year operating cost $325,000, revenue $370,000. Post Office address: U. S. Route 66 and East Cook St., P. O. Box 214, Springfield, Ill. Studio location: ¼ mi. north of intersection of U. S. 66 Bypass and State Hwy. 29. Transmitter location: Intersection of State Hwy. 29 and South Grand Ave., 0.8 mi. east of Springfield city limits. Geographic coordinates: 39° 47′ 22″ N. Lat., 89° 35′ 58″ W. Long. Transmitter DuMont, antenna RCA. Studio equipment DuMont. Legal counsel Hogan & Hartson, Washington. Consulting engineer: Kear & Kennedy, Washington. Application modified to show change in stockholders: **Adlai E. Stevenson**, who had 2.5% interest, is deleted; interest of **WTAX Inc.** is increased from 32.5% to 35%. However, Mr. Stevenson's sister, **Elizabeth S. Ives**, his brother-in-law, **Ernest L. Ives**, who is secretary of Sangamon Valley Television, and the Ives' son, **Timothy Read Ives**, still each retain 2.5% or a total of 7.5%. Other principals include President **O. J. Keller**, Vice President **F. M. Lindsay** and Treasurer **H. B. Bartholf.** [For earlier application, see B•T, June 30.]

EVANSVILLE, Ind. — WFBM Inc. (WEOA), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 598 ft., above ground 605 ft. Estimated construction cost $683,018, first year operating cost $431,340, revenue $445,791. Post Office address: WFBM Inc., 1330 North Meridian St., Indianapolis 2, Ind., or 24 N. W. Third St., Evansville, Ind. Studio and transmitter location at intersection of Longview Road and Barker Ave. Geographic coordinates: 37° 59′ 25″ N. Lat., 87° 36′ 35″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include Chairman of the Board **H. M. Bitner** (32.02%), President **H. M. Bitner Jr.** (13.34%), Vice President **Frank O. Sharp** (0.79%), Vice President in Charge of Sales **William F. Kelly Jr.** (0.99%), Secretary-Treasurer **Melvin C. Green** (0.20%), **Evelyn H. Bitner** (13.34%), **Jeanne E. Bitner** (13.34%), **Evelyn H. Pearson** (13.34%), **Ralph S. Euler** (5.33%), **Dorothy Y. Kapner** (5.33%) and **Jessie N. Bitner** (0.20%). Applicant also owns WFBM-AM-TV Indianapolis and is controlling stockholder of WOOD-AM-TV Grand Rapids, Mich., and WFDF Flint, Mich., and also applicant for new TV station in Flint.

† FERNDALE-ROYAL OAK, Mich. — Royal Oak Bcstg. Co. (WEXL and WOMC [FM]), UHF Ch. 62 (758-764 mc); ERP 85 kw visual, 48.2 kw aural; antenna height above average terrain 435 ft., above ground 464 ft. Estimated construction cost $192,300, first year operating cost $90,000, revenue not estimated. Post Office address: 212 West Sixth St., Royal Oak, Mich. Studio and transmitter location, 2201 Woodward Heights Blvd., Ferndale, Mich. Geographic coordinates: 42° 28′ 07″ N. Lat., 83° 06′ 55″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George F. Gautney, Washington. Principals include President **Jacob B. Sparks** (94.4%), Vice President **Garnet G. Sparks** (2.8%) and Secretary-Treasurer **Gordon A. Sparks** (2.8%).

SAGINAW, Mich.—Tri-City Television Corp., UHF Ch. 51 (692-698 mc); ERP 22.7 kw visual, 11.4 kw aural; antenna height above average terrain 511 ft., above ground 541 ft. Estimated construction cost $149,500, first year operating cost $265,000, revenue $250,000. Post Office address: 210 Reinhart Bldg., Midland, Mich. Studio location to be determined. Transmitter location on Michigan Road, 0.2 mi. south of Liberty Road, 2 mi. NW of Zilwaukee. Geographic coordinates: 43° 29′ 53″ N. Lat., 83° 56′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President and Treasurer **Harold F. Gross** (50%), president and majority stockholder of WJIM-AM-TV Lansing, Mich., and owner of WGFG Kalamazoo (on Aug. 13, Mr. Gross entered into an agreement to sell WGFG, but assignment of license application has not yet been filed with FCC); Secretary **Douglas G. Mode** (10%), attorney and ⅓ owner of Mode Motors Inc., Midland, and **Alden B. Dow** (40%), president and majority stockholder of A. B. Dow Inc., director and minority stockholder of Dow Chemical Co. and president of Dow Foundation, Midland.

DULUTH, Minn.—Great Plains Television Properties Inc., UHF Ch. 35 (614-620 mc); ERP 17 kw visual, 9.6 kw aural; antenna height above average terrain 624 ft., above ground 447 ft. Estimated construction cost $240,122, first year operating cost $125,000, revenue $125,000. Post Office address: c/o United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or c/o Great Plains Television Properties Inc., 4 West 58th St., New York 19, N. Y. Studio location to be determined. Transmitter location: Corner of 9th St. and 6th Ave. West. Geographic coordinates: 46° 47′ 15″ N. Lat., 92° 06′ 53″ W. Long. Transmitter DuMont, antenna RCA, studio equipment RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel**, president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions and part owner of various newsreel theatres; and, Treasurer **Alfred G. Burger**, executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by **Transcontinental Properties Inc.** Applicant also seeks new TV station in Springfield, Ill. [B•T, Aug. 4], and plans to file for three more TV stations.

McCOMB, Miss.—Southwestern Bcstg. Co. of Mississippi (WAPF), UHF Ch. 31 (572-578 mc); ERP 10.139 kw visual, 5.702 kw aural; antenna height above average terrain 173 ft., above ground 226 ft. Estimated construction cost

(Continued on page 84)

McGRANERY

Believes TV May Bring New Anti-Trust Laws

REMOTE possibility that continuing growth of television might some day influence Congress to alter present anti-trust laws was foreseen last week by Atty. Gen. James P. McGranery.

This was the most spectacular development in the Justice Dept.'s anti-trust suit to force release of 16mm feature films to television last week, a week characterized by much talk but little action.

"It may be," Mr. McGranery observed, "that . . . the law or laws should be revised in order to encourage the full development of television without at the same time affecting these other things.

"Television," he said, "has introduced many new factors into our way of living. In many ways, it has affected sports as well as the motion picture industry.

"I might point out," the Attorney General commented, "that the motion picture people have every right to request that Congress consider amending these laws.

"But until such changes are made, we must enforce the law as it now exists. With us it is a cold, legal proposition," he concluded.

Mr. McGranery emphasized that any reforging of anti-trust laws to accommodate the factor of television is only a possibility, and a far distant one at that.

Elsewhere film producers and exhibitors continue strategy and criticism of the "unjustness" of the suit, filed by the Justice Dept. July 22 [B•T, Aug. 11, 4, July 28].

Wolfson Leads Delegation

Mitchell Wolfson, president, Theatre Owners of America, led a delegation of exhibitor representatives in an exploratory conference with Justice officials in Washington last Wednesday. Mr. Wolfson owns a chain of Florida theatres and also is owner of WTVJ (TV) Miami.

An exhibitor spokesman disclosed that during the conference, "The exhibitor leaders presented their views on the injustice of the suit and on the impracticability of the relief sought. Further, there was presented to the Dept. of Justice the serious potential consequences involved if the Department persisted in its effort."

The spokesman added that further meetings would be held "as developments occur and after report has been made back to the boards of directors of the respective exhibitor associations."

With Mr. Wolfson at the conference were S. H. Fabian, TOA executive committee chairman; Herman Levy, TOA general counsel; Harry Brandt, president, Independent Theatre Owners of America, and Emanuel Frisch, Metropolitan Motion Picture Theatre Assn., New York.

Meanwhile, Spyros Skouras, president, 20th Century-Fox Film Corp., one of the 12 defendants, warned that every industry and business in the country is menaced by the suit.

In a statement upon his arrival in Hollywood from New York, Mr. Skouras said: "With all the emphasis that I am capable of, I wish to condemn action of the Dept. of Justice to force our company to sell feature pictures to television companies and advertisers."

Touching on television plans by his organization, Mr. Skouras noted that 20th Century-Fox has made large investments in pioneering development of theatre color television and called this step "an undertaking in the public interest" and a contribution to "the American culture and the American economy."

Also in Hollywood, Dore Schary, MGM vice president in charge of production and studio operations, told a Harvard Club meeting that the competition with TV actually has increased the quality of Hollywood's motion pictures.

"Television is eliminating the pot boilers and other junk of the motion picture studios," Mr. Schary said. "In fact," he added, "television is inheriting most of Hollywood's mediocrities."

Mr. Schary expressed belief the character of movies may be changed. He concluded that "eventually, television and the film industry may find a common ground. But right now, I don't see where that is."

The 12 defendants are to appear at federal court in Los Angeles Oct. 15 to answer the Justice Dept. complaint.

A resolution urging the general office of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators (IATSE) to oppose the Dept. of Justice suit against motion picture producing and distributing companies with respect to 16mm film [B•T, Aug. 4] was adopted at the closing session of the group's 41st convention in Minneapolis Aug. 4-Aug. 8.

STUDIO LIGHTING

Kliegl Manual Available

MANUAL for "TV Studio Lighting and Associated Facilities Planning" has been made available by Kliegl Bros. Universal Electric Stage Lighting Co. Inc., New York, for distribution to television engineers, architects, consulting engineers, production personnel and others.

In folder form, the manual contains tested sample studio plans and pictures of actual studios, showing lighting facilities in use, according to George Gill of Kliegl Bros. Manual is available from broadcast equipment sales departments of DuMont Labs., General Electric Corp., General Precision Labs., and RCA or directly from Kliegl Bros., 321 W. 50th St., New York.

SIGNING contract are (l to r) Charlie Johnston Jr., president, Jacksonville Jaycees; John Holman, manager, Pepsi-Cola Bottling Co. of Jacksonville, and Les Combs, account executive, WMBR-TV ➤

COLUMBIA U. ADDS

Three New TV Courses

COLUMBIA U. will offer radio and television courses leading to a major in these subjects for the first time in the 1952-53 academic year, Eric Barnouw, supervisor of broadcasting courses at the university, announced Thursday.

The program of studies will include 14 courses regularly given by Columbia in its school of general studies in cooperation with NBC. Most of the classes are held at NBC studios in Radio City, New York, and are taught by NBC executive personnel.

Three new courses added to the program this year are: "Television Program Techniques," William Hodapp, NBC producer, instructor; "Television, Radio and Films as Information Media," Mr. Barnouw, instructor; and "Special Video Effects," James A. Glenn, NBC-TV special effects department manager, instructor. The special effects course is believed to be the only one of its kind offered in any school.

Other courses to be given during the year are "Basic Course in Television and Radio," "Dramatic Writing for Television and Radio," "Radio Reporting and Commentary," "Television News and Special Events," "Radio Drama Workshop," "Radio Documentary Workshop," "Use of Television and Radio Technical Equipment," "Sound Effects in Television and Radio," "Film Techniques," "Television and Radio Acting Techniques," "Announcing, Television and Radio Sales," "Television and Radio Publicity," and "Television and Radio Promotion."

Other instructors this year will include Robert E. Button, NBC sales executive; George H. Capsis, film librarian, communication materials center, Columbia U. Press; Sydney H. Eiges, vice president in charge of press, NBC; James Harvey, radio director, NBC; Patrick J. Kelly, manager of announcers, NBC; Edward King, production director, NBC; Frederick G. Knopfke, manager of sound effects division, NBC; James Nelson, advertising manager, NBC; Ralph Howard Peterson, director, NBC; Barry T. Rumple, manager of plans, NBC; Ferdinand A. Wankel, manager of TV technical operations, NBC; Arch Robb, program department, NBC, and William R. Weinstein, editor and supervisor, news department, NBC.

WMBR-TV FORUM

Sold to Pepsi-Cola Co.

WMBR-TV Jacksonville, Fla., announced last week that its public discussion feature, *The Jacksonville Forum*, has been purchased by the Pepsi-Cola Co. for 26 weeks beginning Oct. 6.

The *Forum* is produced in cooperation with the Jacksonville Junior Chamber of Commerce, which has won special recognition from the Florida State Junior Chamber of Commerce for its sponsorship of this public interest feature. Last fall-winter, the show ran 39 weeks.

Outstanding state and national dignitaries have been introduced on the *Forum*.

AT&T DATA

Again Asked for Movie, TV

THEATRE TV proponents last week repeated their request to AT&T for information calling attention to the scheduled Oct. 20 date for the hearings set by the FCC [B•T, July 28].

The letter referred to the AT&T response to the submission of requirements last April [B•T, April 28] which declared that telephone company did not consider it practical to furnish the requested data since hearings at that time were scheduled for Jan. 12, 1953.

In answer to several points raised in the AT&T letter, theatre TV parties said that the requirements submitted were specific and technically finalized, and asked for details wherein the specifications were not firm enough.

Specifications submitted to AT&T last April covered performance standards, pricing basis and typical system requirements.

Somewhat similar information, but not in the same detailed fashion, was requested of AT&T by the FCC last April [AT DEADLINE, April 7].

Last week's letter was signed by former FCC chairman James Lawrence Fly (Fly, Shuebruk & Blume) and Vincent B. Welch (Welch, Mott & Morgan) for the Motion Picture Assn. of America, and Marcus Cohn (Cohn & Marks) for the National Exhibitors Theatre Television Committee.

Bernice Coe Elected VP

APPOINTMENT of Bernice Coe as vice president in charge of TV station sales for Sterling Television Co. Inc., New York, has been announced by the company's board of directors. Miss Coe joined Sterling in March 1949 to organize a station TV sales department at a time when the company's business was primarily in the 16mm educational field. Since that time, the company said, the station TV sales department accounts for the major portion of Sterling's annual income.

FLASH!

WAVE-TV
OFFERS TOP AVAILABILITY!

A few absolutely top-notch spot participations are now available on *"Masterpiece Movietime"*, a tremendously popular series of top-flight film features.

AUDIENCE: Large, loyal, enthusiastic. One request for viewers' opinions of the show swamped our nighttime switchboard gal with hundreds of calls, well into the early morning. Mail is still pouring in. Typical comments: "The best show on television"..."If you take Masterpiece Movietime off, I'll sell my set."

TIME: Tuesday night at 10 — the *perfect* movietime for televiewers.

TYPICAL SHOWS: Alexander Korda's *Seven Days to Noon, The Wooden Horse, Interrupted Journey, Hideout.* Also, *The Ware Case, The Four Just Men, Convoy, The Fall of the House of Usher,* etc.

CHECK WITH: F&P!

WAVE-TV
FIRST IN KENTUCKY
Channel 5
NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

Sells Test Pattern

IT has been said that salesmen for KFMB-TV San Diego have sold just about everything except the test pattern. The station now announces that even the test pattern had been sold. Doug Weaver, Weaver Adv. Agency, was talking with Bill Edholm, KFMB-TV sales manager, about an agency client, the newly-formed San Diego County Electronic Assn. Inc., non-profit organization composed of TV technicians. Mr. Weaver wanted a means of reaching all San Diego TV technicians. Mr. Edholm mentioned, "Well, there's always the test pattern." Mr. Weaver quickly made arrangements for three one-minute spots of the association's emblem during the test pattern period and a series of announcements of association meetings. KFMB-TV reports that there has been a noticeable increase in association membership.

PRODUCERS SELECT

FPA To Seek SAG Pact

COMMITTEE to negotiate with the Screen Actors Guild on a contract covering production of television film commercials was appointed at a meeting in New York Tuesday of leading film producers and representatives of advertising agencies and station representative companies in the New York area.

Appointed to the committee were Peter Mooney, president of the Film Producers Assn. of New York (FPA); David Pincus, Caravel Films Inc.; Ed Lamm, Pathescope Co. of America Inc.; Walter Lowendahl, TransFilm Inc.; Leslie Roush, Roush Productions Inc.; Mel Gold, president of the National TV Film Council, and Ralph Cohn, president of Screen Gems Inc.

Negotiations for a new pact with SAG are expected to begin early in September. The union had suggested that FPA form the basis for a negotiating group and this recommendation was accepted by agencies and station representatives.

SAG already has forwarded its minimum proposals for a new contract regarding TV filmed commercials. They are said to include an increase in pay for actors plus extra payment above initial use of the filmed commercial.

Advertising agency and station representatives spokesmen will serve as observers and as advisers to the FPA group at the negotiating sessions.

COMMODORE Productions & Artists Inc., Hollywood, is offering 100,000 shares of firm's capital stock at $2 per share through Samuel B. Franklin & Co., Los Angeles investors. Commodore produces *Clyde Beatty* TV film series in addition to *Hopalong Cassidy* and *Tarzan* transcribed radio series.

HEROLD TO KVOD

TV Outlet to Start Sept. 29

COLORADO Television Corp., licensee of KVOD Denver which was granted VHF Channel 9 there July 11 [B•T, July 14], made a dual announcement Thursday that the new TV station would go on the air Sept. 29 and that Joe Herold has been named general manager.

Mr. Herold

Mr. Herold leaves RCA where he has been television station planning consultant. A pioneer of 21 years in broadcasting, Mr. Herold, as television manager and technical director for WOW Inc., Omaha, planned and supervised construction of WOW-TV and trained the staff for the Omaha TV station.

He was associated 21 years at Omaha with the late John J. Gillin Jr., president of WOW Inc. and general manager of WOW's AM facility, leaving after Mr. Gillin's death in 1950 to complete installation and train the staff for Cuba's first television station, CMUR-TV Havana.

Upon completion of the Cuban station, he went to Sao Paulo, Brazil, where he performed a similar service for Radio Televisao Paulista. He joined RCA upon his return to the U. S.

President of Colorado Television Corp. is W. D. Pyle, and vice president, T. C. Ekrem. Among its stockholders are 14 prominent Denver business men.

INCREASE ANNOUNCED

On New KTTV(TV) Card

IN ANNOUNCING an increase of a standard 20% for hours and announcement charges, KTTV (TV) Hollywood on its new rate card No. 5 also reports a change in Class B time from 5:30-6:30 p.m. to 5:30-7 p.m.

Class A time goes from $1,000 to $1,200 per hour and Class A announcements from $210 to $240 per minute, effective Sept. 1.

Class B is up from $600 to $800 with corresponding announcements from $120 to $144. Class D increases from $400 to $500 and announcements from $80 to $96.

Washington Watches | Women's Shows

"NANCY'S NOTEBOOK"
9-9:30 a.m.
Tuesday through Friday

Nancy Osgood's half-hour show, with emphasis on foods, fashion, news and entertainment, is the perfect spot for your product with woman-appeal.

• PARTICIPATIONS—$65

Watch Washington

Where do annual drug store sales amount to $276 per family, food sales to $1,246 per family and general merchandise sales to $931 per family? Yes, the place is Washington, D. C. Who is largely responsible for ringing up these high purchases? You're right again . . . it's the women . . . who watch WNBW.

WNBW 4
WASHINGTON

Represented by NBC Spot Sales

Hot news! Latest happenings the world over are filmed and microwaved to Los Angeles 24 hours in advance of any competitive news services. That's what millions of people in the teeming Los Angeles area now view every week night on "11th Hour News."

NBC's vast local, national and international camera coverage is relayed almost instantly to KNBH by microwave. In addition, 3 full-time NBC cameramen cover Southern California.

Never before has Los Angeles experienced such up-to-the-minute news coverage via TV. The hundreds of thousands of TV set owners in this booming market can now see today's news *today!*

"11th Hour News" is produced by Roy Neal, nationally known news editor. It is narrated by famed news commentator, Paul Pierce.

FOR IMMEDIATE SALE! This exciting, newsworthy TV show is open for sponsorship: 11 to 11:15 p.m., Monday thru Friday, at very reasonable rates. For complete details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN

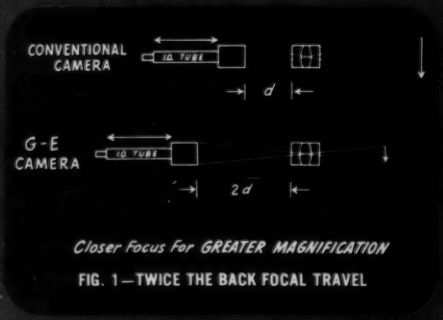
AMERICA'S 2ND LARGEST TV MARKET

NBC HOLLYWOOD KNBH channel 4

Nothing like it in the industry!

30 ADVANCED FEATURES

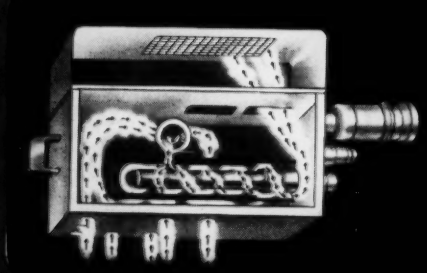
✓ INTERCHANGEABLE WITH MOST EXISTING TELEVISION CAMERAS



Closer Focus For GREATER MAGNIFICATION

FIG. 1—TWICE THE BACK FOCAL TRAVEL

✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification—up to 25 times.



✓ Ventilating-ducted blower provides full length cooling of I.O. tube for long tube life and top picture quality.

✓ Removable viewer shown. Removable viewer for convenient cleaning of recessed lenses prevents accidental misalignment.

SEND FOR THIS NEW BULLETIN—Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. *General Electric Company. Section 82-28 Electronics Park, Syracuse, New York.*

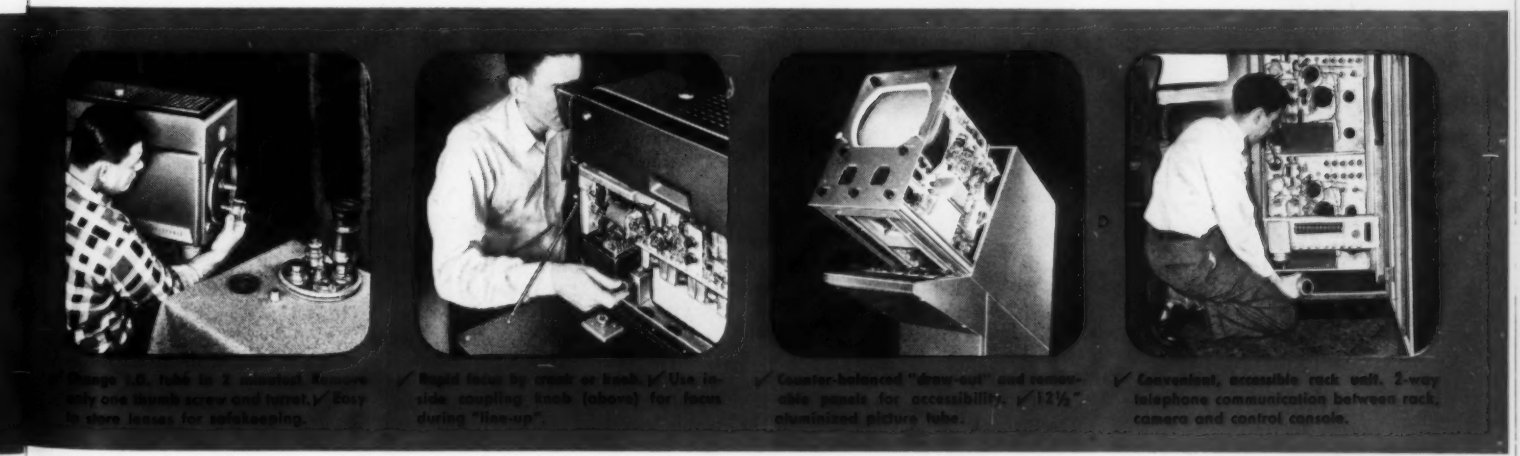
XUM

in new G-E studio camera channel!

ALREADY in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- ✓ **Twice the back focal travel** of conventional cameras! Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- ✓ **Silent blower** permits close-up operation without microphone pick-up.
- ✓ **Special shielding** around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- ✓ **Faster lenses supplied at no extra cost!**
  50 mm – f2.3 100 mm – f2.3 152 mm – f2.7
  ✓ Lenses are positively indexed.
- ✓ **Circuits provide sweep failure protection** for your $1200 I.O. tube. ✓ Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- ✓ **Lens versatility.** More than 15 different TV lenses can be mounted without special adaptation.
- ✓ **Stabilized and friction-damped turret** prevents oscillation or sagging when shifting lenses or tilting camera.
- ✓ **Automatic engagement of focus control** when side door of camera is closed.
- ✓ **Low center of gravity in camera** and Fearless pan and tilt head assure stability and smooth operation.
- ✓ **Focus handle clutch** protects against damage and misalignment.
- ✓ **Removable I.O. yoke** with ball-bearing slide assembly and plug-in electrical connections.
- ✓ **Microphonics minimized.** No signal circuits included in control console.
- ✓ **Average brightness measurements** of channel picture can be made at the channel amplifier.
- ✓ **14 kv independent power supply** for monitor picture tube. ✓ Calibration input terminals supplied.
- ✓ **Change-over switch** for composite or non-composite signals.
- ✓ **Waveform monitor** includes IRE calibration scale.
- ✓ **Simultaneous vertical and horizontal waveform presentation.**
- ✓ **Large quiet blower** provides ample monitor cooling.
- ✓ **Entire channel is factory-wired,** with all plug-in interconnections.



✓ Change I.O. tube in 2 minutes! Remove only one thumb screw and turret. ✓ Easy to store lenses for safekeeping.

✓ Rapid focus by crank or knob. ✓ Use inside coupling knob (above) for focus during "line-up".

✓ Counter-balanced "draw-out" and removable panels for accessibility. ✓ 12½" aluminized picture tube.

✓ Convenient, accessible rack unit. 2-way telephone communication between rack, camera and control console.

You can put your confidence in—

GENERAL ELECTRIC

WJAR-TV
PROVIDENCE

PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

Grants Now Total 36

(Continued from page 73)

makes the latter channel available there [B•T, July 28].

● Requests by four TV applicants, now designated for consolidated hearings in their respective areas, for changes in the hearing issues so as to permit more extensive comparative evidence to be presented to the Commission.

● New grantees report brisk competition among equipment manufacturers for transmitter and other business, with some stations finalizing their orders on the basis of earliest delivery estimate and changing their "brand" in certain cases.

The Channel 49 grant at Bridgeport is the second authorization for that city, the earlier being the awarding of UHF Channel 43 to WICC there [B•T, July 14]. Bridgeport is No. 1 on the priority Group B-1 list. Only unassigned facility remaining open there now is UHF Channel 71, reserved for educational use.

Ashland, Ky., No. 26 on the B-1 list, received a grant for its only available facility when UHF Channel 59 was awarded to Polan Industries, glass-blank cathode ray tube maker at Huntington, W. Va., which also has UHF TV bids pending at Wheeling, Parkersburg and Youngstown.

WAFB's grant for UHF Channel 28 at Baton Rouge is the first authorization there and the second station for Louisiana. WDSU-TV New Orleans has been operating since 1948. Baton Rouge is No. 19 on priority Group A-2. Channels 10, *34 (reserved) and 40 are unassigned, but four applications are pending for the two commercial facilities.

Interim Operation Start

Tom E. Gibbens, general manager, vice president and 4.6% owner of WAFB, reported it is hoped to commence interim operation not later than February 1953 and sooner if equipment delivery permits. He reported construction on a new studio-transmitter building opposite the present WAFB plant is to get underway this week and should be completed in December. Tower delivery is expected in three months, he said, and city and Civil Aeronautics Administration approval for its erection already has been obtained.

The WAFB executive said the station's AM personnel will be used in TV, with some added help. Network affiliation has not been set, he reported. WAFB is a Mutual outlet.

The two grants to Scranton, No. 20 on the A-2 list, leave only UHF Channel 16 open there, with WQAN and WARM both seeking that assignment.

George D. Coleman, general manager of WGBI Scranton, Channel 22 grantee, estimated it will take at least eight months to obtain delivery of GE equipment now on order and to complete construction. The TV outlet will use the WGBI-FM transmitter site on Bald Mt. with added studio space to be leased at WGBI's present downtown location.

Mr. Coleman reported the new TV station will use the present WGBI staff members and executives, but with AM and TV salesmen to be separate. WGBI is a CBS affiliate and it is expected the TV station will conclude negotiations with the same network.

Dahl Mack, partner in Appalachian Broadcasting, grantee for Channel 73 at Scranton, hopes to commence operation by Christmas, depending on equipment delivery. A GE transmitter has been ordered. Tower delivery is expected "shortly," he said.

An elevated transmitter site has been under lease "four or five years" just southeast of Scranton, Mr. Mack said, and a paved road is already available to the site. It has not been decided whether the studios will be located there or in town, he reported. Network affiliation also is unsettled, he indicated.

El Paso, No. 15 on the A-2 list, received its second VHF grant with authorization of Channel 9 to KTSM there. Earlier, Channel 4 was given KROD El Paso [B•T, Aug. 4]. Still pending are KEPO El Paso's bid for Channel 13 and Frankling Broadcasting Co.'s request for UHF Channel 20.

Karl O. Wyler, chief owner of KTSM, said he hopes to commence full-power operation "shortly after the first of the year." He didn't know at this time what delay the recent steel strike may have on tower delivery.

Five years ago, when KTSM built its new studio building, "ample provision" for TV was included, Mr. Wyler said, hence "very minimum alterations" can be completed in about three weeks. KTSM's 34-man staff will be used in the TV operation, with the addition of engineering help, he reported. Network affiliation with NBC is hoped for, he said since KTSM is an NBC outlet.

KROD, a CBS outlet, hopes to commence full power operation of its new TV outlet by late February of next year, according to Val Lawrence, general manager.

Several other earlier grantees have reported their commencement date estimates.

WKAB Mobile, Ala., would like to be on the air by Christmas on its newly authorized UHF Channel 48 [B•T, Aug. 11], according to President Louise P. Pursley. Interim operation is under consideration, depending on equipment delivery.

Mrs. Pursley reported an AT&T representative a fortnight ago held out little hope for early extension of the coaxial cable to Mobile, possibly not for four or five years.

Network affiliation for the station is not set, the WKAB executive stated.

WFTL Fort Lauderdale, Fla., is planning to commence interim operation on its newly granted UHF Channel 23 by Jan. 1, according to R. L. Bowles, general manager [B•T, Aug. 4]. Full power operation is estimated for next May.

WFTL will use its AM tower for the TV antenna, Mr. Bowles said, and plans for a new TV studio-transmitter building are ready, with construction to be completed by November 1.

Mr. Bowles reported the present WFTL staff and executives will also be used for TV and combination rates for AM and TV are planned. Since heavy emphasis will be placed on news, simulcast programming is proposed.

Take Year To Complete

Robert W. Standart, general manager of WBRD Fort Lauderdale, recipient of a permit for UHF Channel 17 concurrent with the WFTL grant, is telling local distributors it will take a year to complete construction in view of "vague" delivery estimates by transmitter suppliers. Mr. Standart reported he would prefer to "surprise" them later with an earlier commencement date rather than be over-optimistic now and cause dealers to build up set inventories too soon, as has happened in other areas.

One transmitter supplier gives a March delivery estimate, Mr. Standart said, while others merely quote "after the first of the year." WBRD plans a new transmitter-studio building which can be completed within three months once construction begins. It will be located on an 18-acre site three miles west of the city, he said. WBRD's present staff will form the nucleus for the TV staff.

KVOD Denver now plans to begin interim operation on Channel 9 Sept. 29 (see story page 76). Third Denver grantee, Empire Coil Co.'s KDEN(TV) on Channel 26, hopes for Thanksgiving start.

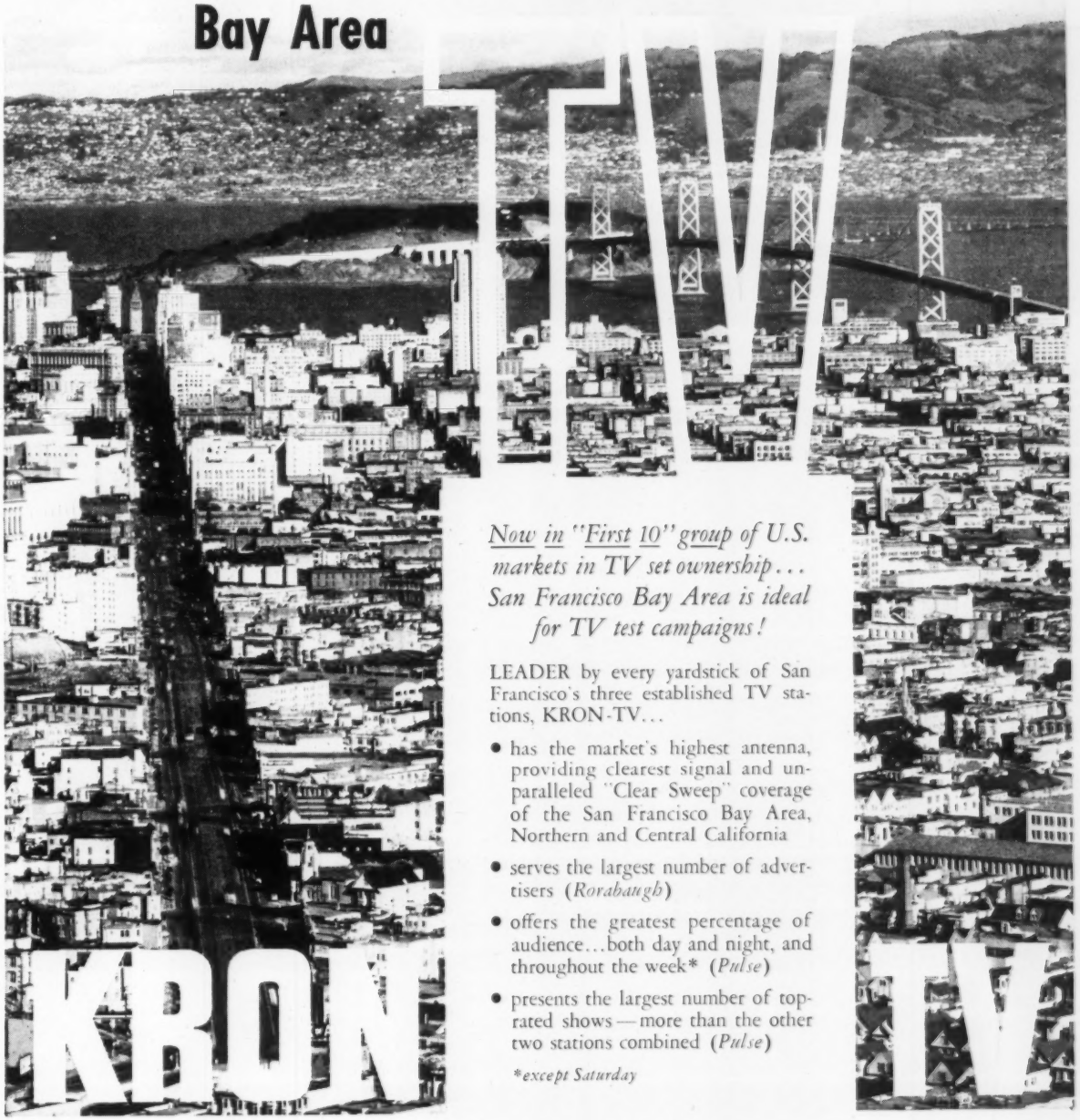
KGMB Honolulu, Channel 9 grantee, estimates mid-1953 commencement.

Pittsburgh's Mayor Lawrence, outspoken critic of FCC's failure to add Channel 4 there because minimum spacing from Columbus would be violated by a fraction of a mile, filed his proposed solution of the problem as an individual citizen. His statement, based upon an engineering presentation by Everard M. Williams, head of the Electrical Engineering Dept. of Carnegie Institute of Technology, pointed out the proposal to assign Channel 4 at Irwin would meet all minimum separation requirements.

The mayor noted Sec. 3.609 of FCC's rules provides that a petition to amend the table of assignments would be eligible for consideration at this time where the petitioner seeks assignment of a channel to an unlisted community which is not located within 15 miles of a listed city. Although the population of

(Continued on page 82)

Channel 4 will sell more in San Francisco Bay Area



Now in "First 10" group of U.S. markets in TV set ownership... San Francisco Bay Area is ideal for TV test campaigns!

LEADER by every yardstick of San Francisco's three established TV stations, KRON-TV...

- has the market's highest antenna, providing clearest signal and unparalleled "Clear Sweep" coverage of the San Francisco Bay Area, Northern and Central California
- serves the largest number of advertisers (*Rorabaugh*)
- offers the greatest percentage of audience...both day and night, and throughout the week* (*Pulse*)
- presents the largest number of top-rated shows — more than the other two stations combined (*Pulse*)

**except Saturday*

The San Francisco TV Station that puts more eyes on **SPOTS**

SAN FRANCISCO CHRONICLE · NBC AFFILIATE · CHANNEL 4

Check with FREE & PETERS for availabilities!
Offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco

Grants Now Total 36

(Continued from page 80)

Irwin is 4,228, FCC has allocated channels to many smaller communities, Mayor Lawrence stated.

The petition said FCC's failure to make the assignment in the Pittsburgh area results in "a serious inefficiency in the use of spectrum space" since "in a wide area on Channel 4 . . . no television station will be permitted to be constructed and to operate."

"This resulting inefficiency in use of spectrum space is . . . of serious consequence to the residents of the Pittsburgh metropolitan area who are highly desirous of receiving as many television signals as can be made available to them consistent with the Commission's rules and regulations," the petition continued.

"It is to be noted that if the request of petitioner is granted, not only would a television station, intended to serve primarily the city of Irwin, be able to be constructed, but also under the Commission's rules other communities such as McKeesport, Braddock and Duquesne would be afforded an additional opportunity to secure a local television service from a local television station. Most important of all, however, is the fact that Channel 4 cannot be assigned consistently with the Commission's rules, to any community in Pennsylvania larger than Irwin and to very few other communities at all," the petition concluded.

The Sixth Report and Order assigned VHF Channels 2, 11 and *13 (reserved) and UHF Channels 16, 47 and 53 to Pittsburgh, requiring that WDTV(TV) there must switch from Channel 3 to Channel 2. Failure to include Channel 4 in the assignment has been appealed to the courts by WWSW Pittsburgh and WLOA Braddock [B•T, June 16, 9].

In granting the educational channels at Binghamton and New York to the New York State U. Regents, FCC raised the total authorizations to the regents to five and indicated it may authorize three more such outlets, even though commercial broadcasters under the Commission's rules can own no more than five TV stations. Grants earlier were made for Albany, Buffalo and Rochester.

"Action on its (Board of Regents) other three applications, for Syracuse, Ithaca and Utica, await the resolving of engineering questions," FCC's notice stated. The actions were taken by Chairman Paul A. Walker and Comrs. Hyde, Webster, Frieda B. Hennock and Robert Bartley.

As Comrs. Hyde and Jones had earlier raised questions as to financial qualifications, Comr. Webster in his dissent stated:

In my opinion, the granting of educational television construction permits to state-supported educational groups prior to the appropriation of construction and operating funds by state legislatures might result in the continued non-use of such channels for a year or two after the grant, depending on when the legislatures meet.

During this time, privately endowed educational organizations, qualified in all respects, may be deprived of the opportunity to go forward with plans to construct and operate educational television stations for the obvious reason that facilities reserved for this purpose were being held but not used by groups at least temporarily unqualified financially.

When educational television channels were reserved for subsequent use by educational organizations, the Commission intended — as it must — that equal opportunity be given all qualified educational groups, large or small— public or private, throughout these United States to apply for and use such facilities.

It would be no more proper for the Commission to permit these channels to be taken over exclusively by statewide and state-supported educational organizations, simply because of their size, than it would be for us to restrict the use of commercial channels to networks inasmuch as they could offer a greater variety of programming than the independent operator.

However, I recognize that there is a substantial difference between the manner in which private capital and public funds are procured, and conceivably a situation may develop where it would be in the public interest to grant construction permits to educational groups before they are definitely in possession of funds necessary to construct and operate education television stations.

Nevertheless, it is my opinion that, until we have had more time to observe any trend or development occurring in the field of educational television, public interest will be served best by keeping the channels in question open for use by as many varied educational groups as possible.

This can only be accomplished by requiring all applicants to be qualified in all respects when a grant is made by the Commission. As I see it, to do otherwise might retard rather than accelerate progress in this field.

Respecting its denial of WHYU Newport News' plea, FCC in a memorandum opinion and order stated, "Petitioner's assertion that the assignment of Channel 33 to Norfolk-Portsmouth-Newport News would require the installation of equipment at a cost that would be economically unsound for a station designed primarily to serve a community of 41,551 is without merit for the petitioner is not precluded from applying for a television construction permit to erect a station to serve only Newport News."

WFMJ-TV Youngstown, in seeking change from Channel 73 to Channel 21, told the Commission it

Technical Course

COURSE of 45 lessons for TV technicians has been instituted by the International Correspondence Schools, Scranton, Pa., and is designed to acquaint manufacturing and sales engineers, broadcast engineers and students with all components of transmitting and receiving equipment in monochrome and color. Only prospective students whose previous training in high school or college indicates an aptitude for technical training and meets TV industry requirements are eligible. Course also is available to employers desiring to have key personnel trained, according to John C. Villaume, acting dean of the faculty at ICS. Estimated average study time required for completion of course is 850 hours.

A LOCAL ADVERTISER *proves* OUR POINT

. . . During this summer, a local advertiser on WGN-TV tripled his sponsorship of programs.

This advertiser knows WGN-TV delivers results . . . no matter what season of the year. Just to illustrate . . . for an expenditure of approximately $2,500, his sales in one week amounted to an estimated $38,000.

Remember . . . no matter the season, if *you* want results, it's WGN-TV in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

earlier had amended its original 1947 application to specify Channel 33, then later re-amended to Channel 73 when FCC found the Channel 33 assignment was in error. However, in order to bring TV to Youngstown at the very earliest date, the station asked FCC to switch it to the newly assigned Channel 21. WFMJ-TV also noted little is known at this time about the higher UHF channels and the lower channel would provide better coverage.

Owned by Vindicator Printing Co., WFMJ-TV said its TV investment will total a million dollars, including a $500,000 studio-transmitter building. "The company wants to give the community the best in television," the petition said, "and it is financially prepared to render first class program service in the difficult initial period when business support for UHF may be slow in developing."

Asking for a change in their respective hearing issues to permit the presentation of a more complete comparative case are WKY Oklahoma City, seeking Channel 10 at Wichita in competition with KAKE Wichita; KFH Wichita, seeking Channel 3 there in competition with KANS, Sunflower Television Co., Wichita Television Corp. and Mid-Continent Television Inc.; WBBC and WFDF Flint, Mich., each seeking Channel 12 and also in competition with the Flint bid of WJR Detroit; WEBC Duluth, Minn., seeking Channel 3 in competition with KDAL there.

Meanwhile, FCC announced that Storer Broadcasting Co. has withdrawn its pre-thaw application for Channel 9 at Minneapolis; WADC Akron, Ohio, has dropped its pre-thaw bid for Channel 11, and WSAI Cincinnati (another Storer outlet), has given up its pre-thaw bid for Channel 2.

Storer Broadcasting, now operator of four TV stations, has bids pending at Miami for Channel 10 and Wheeling-Steubenville for Channel 9. WSTV Steubenville has asked FCC to dismiss the Storer bid there on grounds one interest can own only five outlets and Storer's Miami application was prior to its others. WSTV claims Storer must make a choice of which it will prosecute [B•T, Aug. 4].

TV FILM CATALOG

Unity Television Issues

UNITY Television Corp., New York, has announced it is distributing a 50-page catalog on films in the TV field as a service to stations, agencies and sponsors. It contains complete cast and story information on more than 1,000 titles of TV features.

Archie Mayers, company president, indicated the catalog would be of particular assistance to new stations. He expressed belief that in the first few months of operations, new stations would depend on film packages for as much as 50% to 70% of total air time.

WOR-TV AMPLIFIER

To Greatly Increase ERP

PURCHASE by WOR-TV New York of what was described as the world's most powerful high band TV amplifier, recently developed by Standard Electronics Corp., Newark, N. J., was announced Thursday by J. R. Poppele, vice president in charge of engineering for Mutual and WOR-AM-FM-TV.

Mr. Poppele said that application has been made by WOR-TV to the FCC to increase its power in accordance with the proposed engineering standards.

Addition of the new amplifier will make WOR-TV's radiated power of 100 kw stronger than that of the 38 other high band VHF stations in the country, Mr. Poppele noted.

The new amplifier was manufactured after two years of research and experimentation by the Standard Electronics Corp., a Claude Neon Inc. subsidiary. It is rated at 20 kw, four times more powerful than the highest rated equipment now in use in high-channel TV transmission. Mr. Poppele said that the amplifier, suitable for color transmission, will be installed soon at the station's North Bergen (N. J.) transmitter.

Mr. Poppele pointed out that WOR had used Western Electric standard broadcasting equipment since 1922 and in 1951 Standard Electronics acquired inventory of transmitters, parts, designs, patterns and certain other assets of Western Electric.

DuMONT PREDICTS

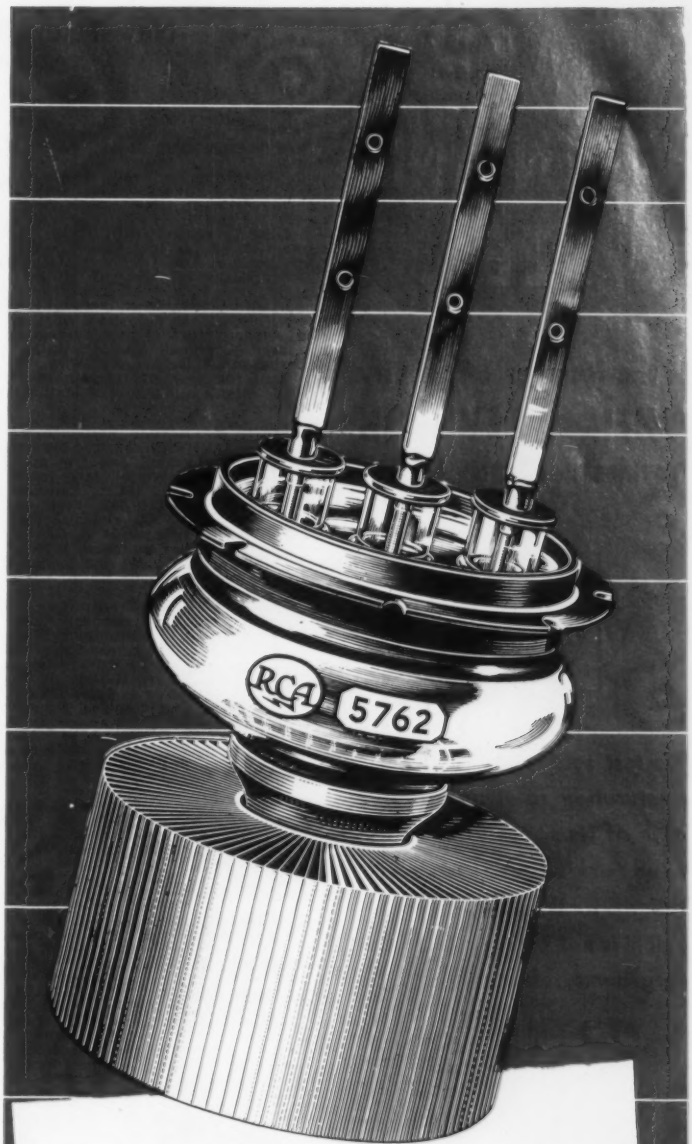
900 TV Stations by '56

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs., predicted Thursday that more than 900 stations would cover the 1956 Presidential political conventions and that the number of television receivers could be expected to increase from 18 million to upwards of 50 million in the next four years.

Dr. DuMont made these remarks at a dinner in Denver given by the B. K. Sweeney Co., Denver, distributor for DuMont television receivers in that area. He lauded Denver as the outstanding television market in the country today and a prime example of the expansion in receiver sales to be expected as new stations go on the air.

He also prophesied a continuing expansion of television network relay facilities and of international television, and predicted a greater use of TV in industry and for national defense.

DEAN MARTIN and Jerry Lewis, of NBC-TV's *Colgate Comedy Hour* and NBC radio's *Martin & Lewis Show*, are completing plans to manufacture a stereo three-dimensional attachment for both camera and projector, which can make all film three-dimensional.



The tube that "Stands on its head"

Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in vhf operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.*

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

*RCA-5762 can be used, with FCC approval, as a direct replacement for the 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. See details in Tube Tips, June 1951.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

TAKE WHEN AND SEE!

In the Number 1 Test City
WHEN TELEVISION
Provides the Number 1 Result

TAKE TEA AND SEE!

This test selected Syracuse for a saturation role, and placed 90% of its spots on Central New York's most looked at station . . . WHEN Television. WHEN is not only a good testing ground . . . but will provide

Results
FOR YOU

say "WHEN"

Represented Nationally by the Katz Agency

CBS • ABC • DUMONT

A MEREDITH STATION

New Television Applications

(Continued from page 74)

$155,525, first year operating cost $60,000, revenue $75,000. Post Office address: P. O. Box 604, McComb, Miss., or c/o WAPF, Pike Hotel, McComb. Studio location: Pike Hotel, North Blvd. and State St. Transmitter location about 2.2 mi. SW of McComb off Highway 24 West. Geographic coordinates: 31° 12' 51" N. Lat., 90° 27' 42" W. Long. Transmitter DuMont, antenna GE, studio equipment DuMont. Legal counsel Louis Alford, McComb. Consulting engineer John H. Mullaney, Washington. Principals include equal 1/3 partners **Louis Alford**, general manager; **Philip D. Brady**, chief engineer, and **Albert Mack Smith**, secretary-treasurer. Applicant also is grantee of AM station at Hazelhurst, Miss., and applicant for new AM station at Columbia, Miss., and new FM station at McComb.

JOPLIN, Mo. — Four States Bcstrs. Inc. (KFSB), VHF Ch. 12 (204-210 mc); ERP 10.91 kw visual, 5.46 kw aural; antenna height above average terrain 503 ft., above ground 464 ft. Estimated construction cost $140,783, first year operating cost $105,500, revenue $156,000. Post Office address: P. O. Box 249, Joplin, Mo.; street address: 1025-1027 Main St., Joplin. Studio and transmitter location: 3030 East 12th St. Geographic coordinates: 37° 04' 43" N. Lat., 94° 28' 32" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Harry Easley** (16.4%), Vice President **George A. Spiva** (16.4%), Vice President and General Manager **W. H. Clark** (1.6%), Treasurer **O. L. DeMier** (16.4%), Secretary **M. Alois Johns** (16.4%), **William M. Robertson** (16.4%), **Grace M. Nee** (14.4%) and **Dan R. Nee** (2%).

ST. LOUIS, Mo.—Meredith Engineering Co., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50.12 kw aural; antenna height above average terrain 632 ft., above ground 569 ft. Estimated construction cost $873,500, first year operating cost $557,500, revenue $500,000. Post Office address: 1716 Locust St., Des Moines 3, Iowa. Studio location to be determined. Transmitter location: 1.4 mi. SW of Concord Village on East Concord School Road, 1,200 ft. from intersection with Lindbergh Road. Geographic coordinates: 38° 30' 54" N. Lat., 90° 20' 42" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Edwin T. Meredith Jr.** (16.59%), Vice President **Fred Bohen**, Vice President **Edna F. Meredith** (10.2%), Secretary-Treasurer **Mildred M. Bohen** (16.59%) and Assistant Secretary-Treasurer **Rowland G. Wright. Meredith Publishing Co.**, Des Moines, owns 100% of applicant (percentages following names above refer to interests in Meredith Publishing Co.; in addition, general public holds 20% of stock with no one person holding more than 1%). Applicant is licensee of WHEN (TV) Syracuse, N. Y., WOW-AM-TV Omaha, Neb., KPHO-AM-FM-TV Phoenix, Ariz., and applicant for new TV stations for Rochester, N. Y., and Minneapolis, Minn. Meredith Publishing Co. publishes *Better Homes & Gardens* (known as *Fruit, Garden & Home* from inception in 1922 until 1924), *Successful Farming* (started in 1902) and various cook books, baby books, garden and hobby books, etc.

MANCHESTER, N. H. — The Radio Voice of New Hampshire Inc. (WMUR), VHF Ch. 9 (186-192 mc); ERP 295 kw visual, 148 kw aural; antenna height above average terrain 1,021 ft., above ground 734 ft. Estimated construction cost $358,000, first year operating cost $325,000, revenue $350,000. Post Office address: WMUR Bldg., 1819 Elm St., Manchester, N. H. Studio location: 1819 Elm St. Transmitter location: 6.5 mi. west of center of Manchester on South Uncanoonuc Mtn., about 2½ mi. south of town of Goffstown and 400 ft. west of fire tower. Geographic coordinates: 42° 58' 59" N. Lat., 71° 35' 19" W. Long. Transmitter RCA, antenna Federal. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer Jansky & Bailey, Washington. [Earlier application sought VHF Ch. 9; see B•T, June 30.]

BUFFALO, N. Y.—Copper City Bcstg. Corp., VHF Ch. 7 (174-180 mc); ERP 154.99 kw visual, 82.4 kw aural; antenna height above average terrain 1,246 ft., above ground 1,037 ft. Estimated construction cost $831,848, first year operating cost $520,000, revenue $540,000. Post Office address: P. O. Box 386, Utica, N. Y., or Capitol Theatre Bldg., Rome, N. Y. Studio location to be determined. Transmitter location: 2.6 mi. NE of Colden, N. Y., on Bleistein Road. Geographic coordinates: 42° 39' 31" N. Lat., 78° 38' 12" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Myron J. Kallet** (56%), president of Kallet Realty Inc., Oneida, N. Y., and Kallet Theatres Inc., and other theatre companies; Executive Vice President **William T. MacNeilly** (1.67%); Vice President **Robert M. Kallet** (1.67%), and Secretary **Joseph S. Kallet** (6.6%), manager of WKAL Oneida, N. Y., and theatre manager. **Penn State Realty Inc.** owns 25% of applicant, and also owns common stock of Kallet Realty Inc. (president of Penn State Realty Inc. is E. A. Pugh). Applicant is licensee of WKTV (TV) Utica, N. Y., and WKAL Rome, N. Y.

TOLEDO, Ohio—Crosley Bcstg. Corp. (call letters WLWE [TV] requested), VHF Ch. 11 (198-204 mc); ERP 53.7 kw visual, 26.9 kw aural; antenna height above average terrain 455 ft., above ground 500 ft. Estimated construction cost $573,875, first year operating cost $1,000,000, revenue $500,000. Post Office address: 140 West 9th St., Crosley Square, Cincinnati 2, Ohio. Studio and transmitter location: 2100 Sylvania Ave., NW corner of Sylvania Ave. and Toledo Terminal Railroad intersection. Geographic coordinates: 41° 41' 33" N. Lat., 83° 35' 37" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Hogan & Hartson, Washington. Principals include Chairman of the Board **James D. Shouse**, President **R. E. Dunville**, Secretary **R. S. Pruitt**, Vice President and Treasurer **K. T. Murphy**, Vice President **R. J. Rockwell**, Vice President **Harry M. Smith**, Vice President **William P. Robinson** and Vice President **John T. Murphy. Avco Mfg. Co.** owns 100% of applicant, of which Messrs. Shouse and Pruitt are vice presidents; Victor Emanuel is chairman of the board of Avco Mfg. Co. and W. A. Morgensen is vice president. Proxies voting 7,314,213 out of 8,886,847 shares of stock (entitled to vote) of Avco Mfg. Co. are voted by Messrs. Emanuel, Pruitt and Kendrick Wilson Jr. Applicant is licensee of WLW Cincinnati, WINS New York, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, Ohio, and also applicant for new TV station in Indianapolis [B•T, Aug. 4].

PORTLAND, Ore. — North Pacific Television Inc., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,304 ft., above ground 574 ft. Estimated construction cost $853,775, first year operating cost $702,697, revenue $564,000. Post Office address: 604 Mead Bldg., Portland, Ore. Studio location to be determined. Transmitter location: NW corner of Ridgeway Drive and East View Drive on Mt. Scott, 1.9 mi. SE of Portland city limits and 7.5 mi. SE of city center. Geographic coordinates: 45° 27' 16" N. Lat., 122° 33' 00" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Gordon D. Orput** (6%), general agent for state of Oregon for New England Mutual Life Insurance Co. of Boston and 1/3 owner of J. P. O'Neil Lumber Co. (lumber mfrs.), Eugene, Ore.; Executive Vice President **Dorothy S. Bullitt** (0.01%), 64.45% owner of KING-AM-FM-TV Seattle; Vice President **Paul F. Murphy** (11.17%), Portland and Oswego, Ore., real estate; Vice President **Henry A. Kuckenberg** (11.16%), Oregon construction firms; Treasurer **W. Calder McCall** (11.17%), Portland petroleum products distributor, and **KING Bcstg. Co.** (59.97%), licensee of KING-AM-FM-TV (KING is 25% owned by Hearst Radio Inc., licensee of WBAL-AM-TV Baltimore and WISN-AM-FM Milwaukee, and 64.45% by Dorothy S. Bullitt).

LEWISTOWN, Pa.—Lewistown Bcstg. Co. (WMRF), UHF Ch. 38 (614-620 mc); ERP 21.1 kw visual, 10.55 kw aural; antenna height above average terrain 1,025 ft., above ground 92 ft. Estimated construction cost $102,139, first year operating cost $60,000, revenue $70,000. Post Office address: 5 West Market St., Lewistown, Pa. Studio location: 5 West Market St. Transmitter location: 10 mi. WSW of Lewistown on Jacks Mountain. Geographic coordinates: 40° 32' 38" N. Lat., 77° 45' 27" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **J. S. Woods** (25%), Vice President and Secretary **C V. Rowland, W. J. Woods** (25%) and **Marjory W. Matthews** (25%). **The Sentinel Co.** owns 25% of applicant; this stock is voted by Mr. Rowland.

† **CHARLESTON, S. C. — Southern Bcstg. Co. (WUSN)**, VHF Ch. 2 (54-60 mc); ERP 55.6 kw visual, 27.8 kw aural; antenna height above average terrain 354 ft., above ground 410 ft. Estimated construction cost $225,000, first year operating cost $150,000, revenue not estimated. Post Office address: 42 Tenth Ave., Charleston, S. C. Studio and transmitter location: At corner of Third and Tenth Avenues. Geographic coordinates: 32° 48' 14" N. Lat., 79° 57' 43" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George E. Gautney, Washington. Principals include President, Treasurer and Secretary **J. Drayton Hastie** (37.96%), Vice President **Theodore D. Maybank** (3.6%), **Sara C. Hastie** (20.2%), **C. N. Hastie** (10%), **B. M. Middleton** (6.04%), **George L. Buist** (4.4%), **J. Ross Hanahan** (6.04%), and six other minority stockholders. There are 142 subscribers to stock, but these subscriptions will not be called until TV application is granted.

† **HOUSTON, Tex.—Shamrock Bcstg. Co. (KXYZ)** (modification of application), UHF Ch. 29 (560-566 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 674 ft., above ground 698 ft. Estimated construction cost $581,640, first year operating cost $400,000, revenue $450,000. Post Office address: 5th Floor, Gulf Bldg., Houston 2, Tex. Studio and transmitter location: On Cullen Blvd., 1,200 ft. south of Wheeler Ave., on campus of U. of Houston. Geographic coordinates: 29° 42' 53" N. Lat., 95° 20' 54" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. [Earlier application sought VHF Ch. 13; see B•T, July 14.]

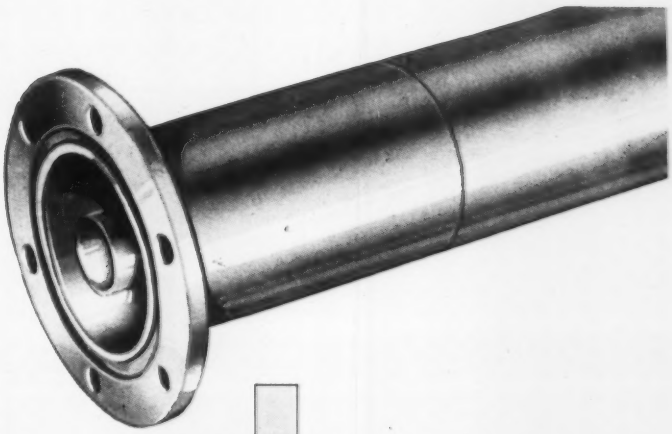
PORTSMOUTH, Va.—Commonwealth Bcstg. Corp. (WLOW), UHF Ch. 27 (548-554 mc); ERP 19.6 kw visual, 11.7 kw aural; antenna height above average terrain 328 ft., above ground 346 ft. Estimated construction cost $151,195, first year operating cost $200,000, revenue $281,820. Post Office address: P. O. Box 363, Portsmouth, Va. Studio and transmitter location: At end of Columbus St., south of Seaboard Airline Railroad shops and west of South St. Geographic coordinates: 36° 49' 44" N. Lat., 76° 19' 25" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer John E. Creutz, Washington. Principals include President **E. L. Scott** (1/3), Vice President **Jack Siegel** (1/3) and Secretary-Treasurer **Robert Wasdon.**

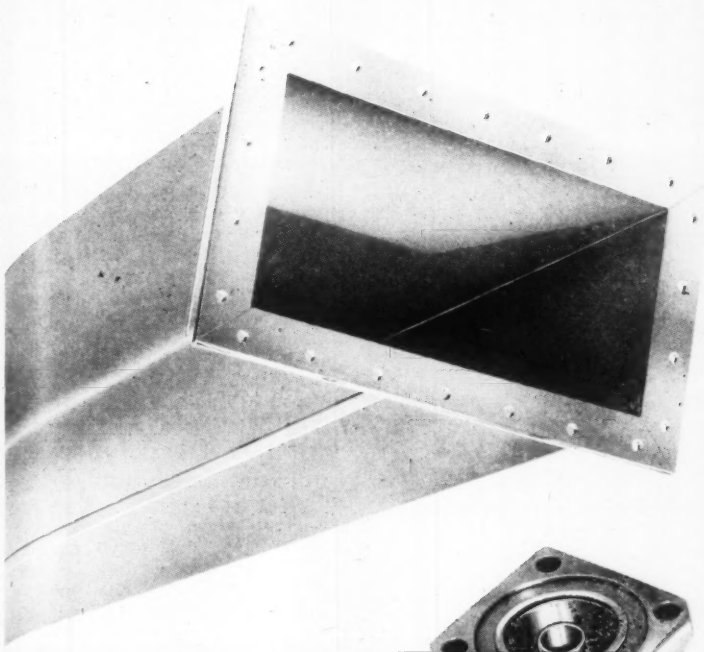
WENATCHEE, Wash.—Central Washington Telecasters Inc., UHF Ch. 55 (716-722 mc); ERP 6.95 kw visual, 3.98 kw aural; antenna height above average terrain 2,546 ft., above ground 78 ft. Estimated construction cost $193,909, first year operating cost $100,000, revenue $125,000. Post Office address: c/o KSEM Moses Lake, Washington. Studio location to be determined. Transmitter location on Burch Mountain, 10 mi. NNW of Wenatchee. Geographic coordinates: 47° 32' 53" N. Lat., 120° 22' 13" W. Long. Transmitter Federal Telecommunication Labs., antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include President **Jessica Longston** (67%), 50% owner of KPUG Bellingham, Wash., 56% owner of KSEM Moses Lake, Wash., 86% owner of KBIO Burley, Idaho, 67% owner of KAVR Havre., Mont., 90% owner of Mist Publishing Co. (semi-weekly newspapers), St. Helens, Ore., and Burley, Idaho, and 1/3 owner of Pollock, Zaser and Longston (home builders), Zillah, Wash.; Secretary-Treasurer **C. V. Zaser** (25%), 25% owner of KPUG, 25% owner of KSEM, 25% owner of KAVR and 1/3 owner of Pollock Zaser & Longston, and Vice President **R. E. Pollock** (8%), general manager of KPUG, KSEM, KBIO and Mist Publishing Co., and 1/3 owner of Pollock, Zaser & Longston.

HONOLULU, Hawaii — Advertiser Publishing Co. (KGU) (modification of application), VHF Ch. 4 (66-72 mc); ERP 54.3 kw visual, 27.15 kw aural; antenna height above average terrain

(Continued on page 105)

ANDREW





VHF — TV Transmission Line

UHF — TV Transmission Line
Waveguide

The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW Type Number	Size	Impedance	Insulator Bead Material
TRANSMISSION LINE FOR VHF-TV			
451	1⅝"	51.5 ohms	steatite
551-4	1⅝"	51.5 ohms	Teflon*
452	3⅛"	51.5 ohms	steatite
552-1	3⅛"	51.5 ohms	Teflon*
T-453	6⅛"	51.5 ohms	steatite
TRANSMISSION LINE FOR UHF-TV			
561	1⅝"	50.0 ohms	Teflon*
562	3⅛"	50.0 ohms	Teflon*
563	6⅛"	50.0 ohms	Teflon*
WAVEGUIDE FOR UHF-TV			
M-14710	Aluminum 7½" x 15" rectangular cross-section, RTMA designation WR-1500		
M-14715	Aluminum waveguide WR-1150, 11½" x 5¾" inside dimensions, per 12 foot section		

*trademark for DuPont tetrafluoroethylene

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KFMB
For More Business
TV channel-8

San Diego's 1ST and Only TV Station
Blankets California's Third Market!

KFMB AM 550 K.C.

San Diego Made The Greatest Dollar-Volume Construction Gain* Of Any City In The U. S.
*For the first 5 months of 1952

KFMB-TV, KFMB-AM
SAN DIEGO 1, CALIF.
Represented by
THE BRANHAM CO.

telestatus

Godfrey Tops In ARB, Nielsen Mid-July Ratings

(Report 229)

WHILE the political conventions were unquestionably the prime attraction during July, Arthur Godfrey had top rating among regularly scheduled video programs, according to the American Research Bureau. Mr. Godfrey's *Talent Scouts* program, with a rating of 35.0%, attracted more than 13 million Americans; more than 12 millions persons saw his show, *Godfrey & Friends*. ARB took its samplings during the second week of July, during which time the Republican convention was telecast. The ratings follow:

Rank	Program	Homes %
1.	Talent Scouts (CBS)	35.0
2.	Godfrey & Friends (CBS)	34.8
3.	What's My Line? (CBS)	31.9
4.	My Little Margie (CBS)	28.1
5.	Crime Syndicated (CBS)	23.2
6.	Best of Groucho (NBC)	22.0
7.	Toast of the Town (CBS)	19.9
8.	Lux Video Theatre (CBS)	19.3
9.	Midwestern Hayride (NBC)	18.7
10.	Lights Out (NBC)	17.6

Rank	Program	Homes (000)
1.	Godfrey & Friends (CBS)	4,580
2.	My Little Margie (CBS)	4,580
3.	What's My Line? (CBS)	4,300
4.	Talent Scouts (CBS)	4,010
5.	Best of Groucho (NBC)	3,290
6.	TV Playhouse (NBC)	3,130
7.	Toast of the Town (CBS)	3,100
8.	Boss Lady (NBC)	2,700
9.	Crime Syndicated (CBS)	2,630
10.	All-Star Ball Game (NBC)	2,580

* * *

LEADING the A. C. Nielsen Inc. video ratings for the two weeks ending July 12 was *Arthur Godfrey & Friends*, sponsored by Toni and The Gillette Co., which led the Nielsen list both in total number of TV homes reached and in percentage of TV homes reached in program station areas. Ratings follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Arthur Godfrey & Friends (Toni-The Gillette Co.) (CBS)	5,388
2	Pabst Blue Ribbon Bouts (CBS)	5,158
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	4,970
4	My Little Margie (CBS)	4,769
5	Racket Squad (CBS)	4,206
6	Philco TV Playhouse (NBC)	3,776
7	What's My Line (CBS)	3,762
8	Big Town (CBS)	3,760
9	Summer Theatre (CBS)	3,514
10	Goodyear TV Playhouse (NBC)	3,512

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Arthur Godfrey & Friends (Toni-The Gillette Co.) (CBS)	33.5
2	Pabst Blue Ribbon Bouts (CBS)	30.7
3	Arthur Godfrey's Scouts (CBS)	30.5
4	My Little Margie (CBS)	30.0
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	29.5
6	Racket Squad (CBS)	28.1
7	What's My Line (CBS)	27.3
8	Big Town (CBS)	27.2
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	25.8
10	Web, The (CBS)	24.3

Copyright 1952 by A. C. Nielsen Co.

* * *

Mac Tops Ike on TV —Nielsen GOP Ratings

TELECAST of the 1952 Republican National Convention reached a peak of 13,097,000 homes at one time or another on Thursday, July 10, according to the Nielsen Television Report released Wednesday.

The special NTR analysis shows that Gen. MacArthur's keynote speech was viewed in 8,285,000 homes and Gen. Eisenhower's acceptance speech, in 7,668,000 homes.

The report is based on a measurement of the audience during every minute of the convention and shows the number of different TV homes reached for each half hour and for each day by the sponsored TV coverage of the ABC, CBS, DuMont and NBC networks combined.

* * *

Summer Show Pattern Shifts to Quiz Types

INCREASE in quiz-audience participation and forum programs and decline in comedy-variety programs are marking this year's summer television network programming, Pulse Inc. announced last week in its survey for July. The multi-pulse TV program trends for top ten program types for July 1952 follow:

Program Type	Avg. Rtg.
Comedy-Variety	19.1
Boxing	18.4
Talent	15.4
Comedy Situation	15.4
Drama & Mysteries	14.8
Feature Films	11.1
Westerns	9.8
Quiz-Audience Participation	9.5
Musical Variety	9.5
Wrestling	9.1

Weekly Television Summary—

August 18, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	95,049
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	395,888
Binghamton	WNBF-TV	85,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	911,256
Buffalo	WBEN-TV	273,995
Charlotte	WBTV	233,760
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,172,844
Cincinnati	WCPO-TV, WKRC-TV, WLWT	357,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	182,073
Davenport	WOC-TV	123,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	243,000
Denver	KFEL-TV	4,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	182,073
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	121,599
Houston	KPRC-TV	160,000
Huntington-Charleston	WSAZ-TV	98,137
Indianapolis	WFBM-TV	251,000
Jacksonville	WMBR-TV	62,000
Johnstown	WJAC-TV	164,501
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	218,045
Lancaster	WGAL-TV	159,067
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,297,808
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	22,000
Memphis	WMCT	140,536
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	341,155
Minn.-St. Paul	KSTP-TV, WTCN-TV	326,700
Nashville	WSM-TV	75,658
New Haven	WNHC-TV	298,000
New Orleans	WDSU-TV	108,676
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	125,800
Oklahoma City	WKY-TV	139,673
Omaha	KMTV, WOW-TV	135,242
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	224,000
Richmond	WTVR	136,822
Rochester	WHAM-TV	151,000
Rock Island	WHBF-TV	123,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	81,754
San Antonio	KEYL, WOAI-TV	88,961
San Diego	KFMB-TV	145,000
San Francisco	KGO-TV, KPIX, KRON-TV	413,500
Schenectady-Albany-Troy	WRGB	219,400
Seattle	KING-TV	163,700
St. Louis	KSD-TV	413,000
Syracuse	WHEN, WSYR-TV	182,650
Toledo	WSPD-TV	191,000
Tulsa	KOTV	129,150
Utica-Rome	WKTV	73,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	376,871
Wilmington	WDEL-TV	113,414

Total Stations on Air 110*
* Includes XELD-TV Matamoros, Mexico

Total Markets on Air 65*

Estimated Sets in Use: 18,181,649

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Mister Smith Goes to Television

Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBTV, *the station that got caught with its estimates down.** Arthur's TV debut provides a special opportunity for advertisers to reach 233,760 Carolina television families through the entertainers they demanded on television.

*July 1, 1952 WBTV estimate of sets-in-area, 157,270; new estimate based on ARB survey, 233,760.

WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

SERVICE GAMES

Saturday Football Slated by CBS-TV

CBS Television will carry football games every Saturday from Sept. 20 through Dec. 6 between championship teams from the Army, Navy, Marines and Air Force, Sig Mickelson, CBS-TV director of news and public affairs, announced last week. ★

Provisions have been made to telecast these games from Washington, Chicago, Los Angeles, San Diego and other cities, depending on where the most important game of the week is scheduled, Mr. Mickelson said. Tentative plans also include a post-season All-Service championship game.

Teams that will be seen on the telecasts include Marine teams from Camp Le Jeune, S. C., and Quantico, Va.; Air Force teams from Randolph Field, Texas, and Bolling Field, Washington; Army teams from Fort Benning, Ga., and Fort Bragg, N. C., and Navy teams from the Bainbridge, Md., and Great Lakes Naval Training Stations.

CBS television has been assured of complete cooperation by each of the services in making the games a colorful spectacle as well as an outstanding sports contest, Mr. Mickelson said. Between-halves demonstrations will include such military techniques as the landing of troops by helicopter as well as exhibitions by drill squads and military bands.

Last fall, CBS-TV broadcast five armed services games from the Washington, D. C., area over WTOP-TV, the network's Washington affiliate. These games proved so popular and earned such a high level of national acceptance, Mr. Mickelson noted, that this year CBS-TV decided to present a full schedule of service games from coast to coast as a public service.

NBC-TV, meanwhile, will telecast college football games under NCAA authorization, while DuMont has scheduled professional football games on Sundays.

D. C. BOXING

Report Scores TV's Effect

DISTRICT of Columbia Boxing Commission has released its annual report in which it states that television has had "a very disastrous" effect on local boxing.

Often, the report says, the commission's 10% from gate receipts was not sufficient to cover the cost of fees for officials. The commission says that it is looking to the recently enacted D. C. law which provides for taxation of TV revenue to alleviate financial stress.

Lone Star Schedule

LONE STAR BREWING CO., through its agency, Thomas F. Conroy Inc., San Antonio, was the first Texas company to purchase a schedule on KTBC-TV Austin, the station announced last week. KTBC-TV hopes to be on the air by Christmas. The agency bought the 9 p.m. chain-break, Mon.-Sat., for the brewing firm. J. C. Kellam, general manager, said also that the Terminix Co. in Austin gave the first firm local order.

RE-RUN PAYMENT

Provided Actors by SAG

SCREEN Actors Guild membership by vote of 3167 to 87 last week ratified a collective bargaining contract covering minimum salaries and working conditions for actors in TV films recently negotiated with 13 members of the Alliance of Television Film Producers and some 23 other unaffiliated production companies [B•T, July 14].

The three year contract, effective July 21, provides additional payments to actors for re-runs of TV films and also sets higher salary minimums for those who work in more than one video picture in a week. A separate contract is being negotiated for filmed commercial spots.

Besides ATFP members signatories of the new SAG contract are Hal Roach Productions, Roland Reed Productions, Anchor Productions, Arrow Productions, Bo-Mor Productions, Cascade Productions, Jack Chertok Productions, Conne-Stephens Enterprises, Dancer-Fitzgerald-Sample Inc., Federal Telefilm, W. F. Frank Productions, I.F.E. Studios, Sam Kerner Productions, Edward Lewis Productions, Parsonnet TV Film Studios, Lindsley Parsons Productions, Phildan TV Productions, Revue Productions, William Stephens Productions, Tableau Television, Telemount Pictures, TCA Inc. and John W. Loveton.

ADOPTS 2% DISCOUNT

KFEL-TV Wins Praise

ANOTHER station to adopt the 2% discount in its rate card, KFEL-TV Denver, was commended by Edgar P. Small, of Ted Bates & Co., New York, chairman of the AAAA Committee on Cash discount, last week. WHIO-TV Dayton recently announced its 2% discount.

"We need to see that television gets off on a sound financial footing," Mr. Small said. "The 2% cash discount is what enables agencies to collect promptly from their clients. If television stations want to be paid promptly by agencies, it is simply good business judgment to make allowance for it in their rate cards."

TVA FALL MEET

Called for Merger Study

TELEVISION AUTHORITY (TVA) will hold a special convention in New York Sept. 25-27 to decide whether TVA will merge with one or more members of the Associated Actors & Artistes of America (AAAA) or organize itself as a separate union, George Heller, TVA executive secretary, announced Tuesday.

The convention has been called, Mr. Heller said, under instructions of last December's TVA meet which noted that if the five eastern branches of AAAA—AGVA, AGMA (American Guild of Musical Artists), AFRA, Actors and Chorus Equity—did not merge by July 1, AFRA and TVA should consolidate into AFTRA. Mr. Heller added that the convention also prescribed that if neither of these developments occurred by July 15, another TVA convention should be called by Sept. 15.

Mr. Heller said calling of the second convention was "forced" upon TVA by the refusal of AAAA to act upon a TVA-AFRA merger. He added that the AAAA membership meeting Aug. 7 [B•T, Aug. 11] indicated performers favor a five-branch merger and declared, "this would solve our problems."

"Three branches—AGVA, AGMA and AFRA—approved the professors' blueprint," Mr. Heller explained. "The issue is now up to Actors Equity and Chorus Equity. They seem to want to talk merger rather than merge."

Deadline for nominating petitions for delegates to the convention is Aug. 26. Ballots must be filed by Sept. 9.

As matters now stand with respect to the merger plan devised by UCLA-Cornell U. professors, three courses are open to the unions: They may submit the plan to their memberships in a referendum; they may submit the plan with the understanding that unions will not be bound to certain points to which they object, and they may reject the plan outright—the position of Actors Equity and Chorus Equity Assns., which seek additional discussion of a merger formula.

Hickman TV Show

GENERAL CIGAR Co., New York (Robert Burns cigars), will sponsor Herman Hickman, who resigned last week as head football coach of Yale U., to star in his own program on CBS-TV. The show will be a quarter-hour format of interviews, anecdotes, sports and other subjects discussed by Mr. Hickman. The exact time is still in negotiation but the starting date is expected to be sometime in September. Donahue & Coe., New York, is the agency. Mr. Hickman had appeared as a regular panel member of the Sunday night *Goodrich Celebrity Time* for the past two seasons.

triple duty

WITH THE DU MONT UNIVERSAL CAMERA CHAIN

More of everything you want — and need in a camera chain . . . greater versatility, dependability and finer performance — the Du Mont Universal Camera Chain.

The Du Mont Camera Chain is designed for triple duty and is equally qualified for use in the field, studio, or for film pickup. This is the **proven** equipment, now finer than ever.

For the full story write for your copy of the new Du Mont Camera Booklet. Learn how you can utilize this equipment in doing more work, in cutting maintenance costs, in reducing obsolescence to the minimum and in effecting a drastic saving on spare parts. Read about the revolutionary new Du Mont development in film pickup. Find out how you can get triple-duty from the Du Mont Camera Chain.

DU MONT

TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, N. J.

film report

Sales . . .

United Broadcasting Co., Chicago, has completed television film commercials for **Quaker Space Heaters** and **Bake-Rite** (shortening). **Ewell & Thurber**, Chicago, is the agency.

* * *

KTTV (TV) Hollywood has leased 300 feature films from **Motion Pictures for Television Inc.** to be telecast on *Jackson's Theatre*, thrice daily. The contract was negotiated by **Dale Sheets**, station's film director; **Sy Weintraub**, vice president in charge of sales for MPFT's New York office, and **David Wolper**, vice president in charge of MPFT's West Coast operations. Films star **Glenn Ford**, **Barbara Stanwyck**, **Gary Cooper** and **Marie Wilson**, among others.

* * *

Harris & Frank, Los Angeles (Southern California clothing stores), will sponsor *Family Theatre* on KLAC-TV Hollywood, half-hour weekly, for 13 weeks starting Sept. 3. The programs, filmed by Frank Wisbar Productions, were originally shown on NBC-TV *Fireside Theatre* series. Agency is **Walter McCreery Inc.**, Beverly Hills, Calif.

* * *

KNXT (TV) Hollywood has acquired 50 feature films from **M. & A. Alexander Productions Inc.**, that city, for showing on *The Late Show*, six times weekly. The acquisition, involving $50,000, was negotiated by **Don Hine**, station's production administrator, and **Arthur Alexander**. Included is "The Young in Heart" in addition to British and French features.

Production . . .

NBC-TV *Joan Davis Show*, sponsored by **General Electric**, Wed., 8-8:30 p.m. (EST), for 39 weeks from Oct. 15, goes into production in Hollywood, Sept. 1. **Miss Davis** will star in the situation comedy series, written by **Artie Stander**, and featuring radio actor **Jim Backus**. **Phil Rapp** will direct and **Dick Mack** produce, probably at General Service Studios, and shows will be filmed with a live audience.

* * *

Howco Productions Inc., Hollywood, will film *The Little People*, half-hour TV series, on a contractual basis for an undisclosed Eastern syndicate. The cast features midgets with the exception of star **Allan Nixon**, 6' 5" movie actor. **Richard Carr** is writing scripts, first of which is modern version of Jonathan Swift's *Gulliver's Travels*. **Ron Ormond** is producer-director.

* * *

Bernard Girard and **Dick Dorso**, associates in **Lancer Productions**, subsidiary of **Bing Crosby Enterprises**, Culver City, are completing plans to produce a feature length film, "The Early Grave," in Italy. Co-authors of the outdoor action drama, Mr. Girard will produce and Mr. Dorso direct under the banner of **The Lancers**. Duo has completed the pilot films for BCE in four half-hour TV film series: *Corny Johnson*, *Rose Colored Glasses*, *Those Were the Days* and *Bromfield Series*. Motion picture plans hinge on production schedules of TV series.

Random Shots . . .

Hafner-Halperin Inc., Culver City, has signed a five-year contract for TV film rights to *Rex Morgan, M. D.*, comic strip, with **Publishers Syndicate**, Chicago. **Louis Hayward** is set to play the title role in 26 half-hour films per year on a three-year basis. Production starts at Hal Roach Studios, Sept. 15, with **Les Hafner** as producer. Willis **Goldbeck**, writer-director on MGM "Doctor Kildare"' motion picture series, has been signed to serve in similar capacities on *Rex Morgan, M. D.* **Stanley Halperin**, headquartered in New York, handles sales and distribution. Firm is currently in production on *Kerry Drake*, half-hour TV film series, starring **Sterling Hayden**.

* * *

American Medical Assn. is considering the possibility of permitting its members to take part in *Your Doctor*, half-hour TV film series packaged by **Jack Mulcahy** and **Henry Eichner**. Permanent medical moderator would lead a rotating panel of specialists in lay-language discussions of medical problems, illustrated by Mr. Eichner's drawings. No remuneration would be forthcoming other than the doctors' traveling expenses. The format, approved by Los Angeles chapter, is now being studied by Chicago group.

* * *

Bing Crosby Enterprises has opened New York offices at 600 Fifth Ave., telephone Plaza 7-2277. **Everett Crosby**, president of BCE will headquarter there. Home office of BCE is at Culver City, Calif.

* * *

CBS-TV is considering a half-hour TV film series to be produced by **Imppor Inc.**, Culver City, in Paris under the supervision of **The International Criminal Police Commission**. Plans call for the budget of $338,000, covering 26 films, to be negotiated through Commercial & Industrial Bank of France upon conclusion of arrangements with CBS. To be titled either *Interpol* or *Police Internationale*, the series would star **Hugh Marlowe** and producer-director **Herb Strock** would utilize a wholly French crew.

* * *

Alan Valentine president of the Committee for Free Asia, reported last week that 81 U. S. television stations have requested prints of "Truth Shall Make Man Free," a 13-minute film produced by the committee.

Mr. Valentine said the film is "rapidly establishing new records in television station usage." He said since distribution began last February 15, the film has been shown by 66 TV outlets in 45 cities a total of 118 times to an audience estimated by the stations at nearly 48,100,000 viewers.

Mr. Valentine said an indication of the film's popularity was that it has been televised six times by KMTV (TV) Omaha and five times by WHIO-TV Dayton and KHJ-TV Los Angeles. A number of stations have shown the film three to four times. NBC television network has shown it three times and ABC-TV once, he said.

* * *

William L. Klein, president of United Broadcasting Co., Chicago, has completed the establishment of a separate film division. The video staff, which films commercials and programs, includes **Bernard Saber**, musical director; **Arthur E. Haug**, photography director, and **Bryan A. Wright**, chief engineer.

* * *

Screen Gems Inc., Hollywood, has bought "Edge of the Law," an original story by **Richard Deming**, and has assigned screenwriter **Charles Bennett** to develop a television adaptation. It will be one of 39 half-hour telefilms contracted by the **Ford Motor Co.** for *Ford Theatre*.

* * *

Aspen Pictures feature film, "Return to Paradise," now shooting in Samoa and starring **Gary Cooper**, will be advertised on TV with six sets of newsreel clips, now in preparation.

* * *

Talent Assoc., Hollywood, TV film casting agency headed by **Jack Murton** and **Fred Messenger**, has moved to 5746 Sunset Blvd.

Religious & Related . . .

The Lutheran Church - Missouri Synod has set week of Oct. 5 as starting date for its television series *This Is the Life*.

Melvin F. Schlake, executive secretary of Lutheran Television Productions, said that *This Is the Life* is a dramatic program built around "the everyday experiences of a typical Christian family. It is not a preaching service . . . Instead,

(Continued on page 97)

UTP SALES

Eight Markets Listed

SALES and renewals of five TV film packages in eight markets were reported last week by United Television Programs Inc. Top sale was a three-year contract with KRON-TV San Francisco for *Movie Quick Quiz*, a Walter Schwimmer Productions feature.

Other new sales were: *Collegiate Football Highlights of 1952* and *Big Town*, to KTTV (TV) Los Angeles; *Hollywood Off-Beat*, to WTVR (TV) Richmond and *Big Town*, to WJAR-TV Providence. Renewals included *Royal Playhouse* to Lipscomb Appliance Co. for WDSU (TV) New Orleans and *Hollywood Off-Beat*, to WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus.

All lenses Telensco mounted and specially coated for TV. Special problems in TV optics and trick effects welcomed. Unique Prisms and optical components of all types now available. WRITE TODAY for a complete list of TV lenses and prices. *Specify type of camera used.*

CBS has purchased a large quantity of these superb lenses for use in their new "TELEVISION CITY" in Hollywood.

ERCONA CAMERA CORP., TV Department, 527 Fifth Ave., New York 17, N. Y.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
RKO PATHE, INC.
625 Madison Ave
N.Y. 22, N.Y. • Plaza 9-3600

Director Douglas Wilkinson and Cameraman Jean Roy are seen working in the Canadian Arctic on a production for Canada's National Film Board. Their Maurer camera operated satisfactorily on this assignment at temperatures varying from 60° F. to −50° a range of 110°!

50° BELOW—

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MAURER 16MM.

Performs Perfectly!

*

Whether the going's rough or smooth

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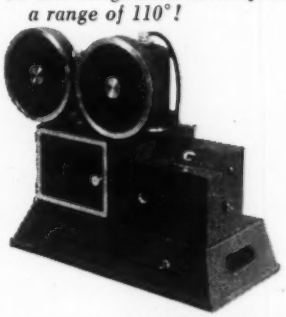
is your best buy for 16mm. work!



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

maurer *means finer motion pictures!*

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galvanized, guyed Blaw-Knox Radio Tower.

Used, but in perfect condition.

Uniform cross-sectioned for 400 feet, then tapering to top. Complete with guys, insulators, and regulation lighting equipment.

Will support 3 bay television antenna for total overall height of 575 feet above ground on low TV channels, or 6 bay with lower overall height.

Less than one-half present market price.

Write, wire or phone

E. C. Frase

WMCT

Memphis, Tenn.

Phone 8-7464

NBC-TV PLANS SERIAL BLOCK

Use of Same Set, Talent To Save Sponsor 80%

A NEW TV programming concept —a morning block of four quarter-hour serials with a single setting, which officials said will give the sponsors a major saving—was described by NBC-TV last week.

To house the programs, known as *Hometown* and slated to start this fall in the 10:30-11:30 a.m. period, Monday through Friday, the network is constructing sets representing an entire village in its Brooklyn studios. This village will be the setting for all four of the serials, and some of the supporting characters will appear in all four stories.

Present plans are to launch the series about October, the exact date dependent upon signing of "enough" sponsors. Authorities said present thinking is that the sale of two quarter-hours will be sufficient to get the series under way. Talent costs were estimated at less than $9,000 per quarter-hour.

NBC-TV officials said an advertiser would have to spend almost $45,000 a week to use a setting comparable to *Hometown* for his own 15-minute daytime strip. Under the *Hometown* concept, they reported, this cost is cut as much as 80%.

Sylvester L. Weaver Jr., NBC vice president in charge of radio and television, told a news conference the programs would represent soap opera "on a more interesting level, and more informative," and said it was hoped the new pattern would stimulate writers to move into "new dimensions" which, while providing entertainment, would do more than entertain.

With the action of all four plots taking place in a single town, he said, the effects of real-world events can be shown in the actions and reactions of the characters in the stories. He said the programs will have the quality of nighttime shows.

Outlines of *Hometown's* four stories were presented in a kinescope with Dave Garroway as m.c. One centers around the life and problems of the town's prominent surgeon. Another features an elderly couple who run the grocery store. Heroine of the third is a lady personnel manager of a local plant, while the fourth is the story of a kindly old maid who is the confidante of most of the town's characters.

EMPIRE STATE

Antenna Details Sought

REQUESTS have poured in to officials of the Empire State Bldg. in New York for information on operation of the 222-foot antenna atop the world's tallest building.

Building officials said last week potential TV station owners in Cleveland, San Francisco, Detroit, Minneapolis and Tampa, Fla., have requested detailed data. They all realized, a spokesman said, that a multiple outlet mast, similar to the one functioning in New York, would cost less in the long run than completely new antennas.

He said the information has been relayed to the interested stations. Such sites as the Forshay Tower in Minneapolis, the Penobscot Bldg. in Detroit, Cleveland's Terminal Tower Bldg. and San Francisco's Twin Peaks all are suitable for antennas, the spokesman said.

Main advantages in use of local high spots for towers, he said, are a large savings in steel and other equipment and a far wider coverage area for the station.

Presently, five TV and three FM stations are sharing the mast atop the Empire State Bldg., and WATV (TV) Newark announced this week that it has begun building its transmitter site there. Frank V. Bremer, vice president in charge of engineering for WATV and WAAT-AM-FM Newark, said WATV expects to go on the air from the Empire State Bldg. in the late fall or early winter. WATV's transmitter now is located in West Orange, N. J.

A&P PROMOTION

Set With WJZ-TV

TIE-UP between WJZ-TV New York and A&P Stores in the eastern district makes available in-store displays to food product advertisers on the stations.

Four advertisers of non-competitive products stocked by A&P—advertisers spending $2,500 or more per week for time on WJZ-TV—may participate in the plan, which is set up in contract periods of 12, 24, 36 and 52 weeks. These advertisers will receive point-of-purchase displays once every four weeks, three times every 12 weeks, in all 710 A&P super markets in the metropolitan New York market. Each participating sponsor, WJZ-TV said, will be given a window display where possible, plus an end or a dump display, depending on which is most advantageous in a particular store.

Plan was announced in an attractive brochure, "Mass Merchandising Menagerie," which illustrates each point with an amusing animal drawing.

PSI-TV SELLS

68 Films To 7 TV Markets

PSI-TV Inc., New York, producer and distributor of television film programming, has sold a package of 63 motion pictures to seven additional TV markets for more than $150,000, Andrew Jaeger, vice president, said last week.

PSI-TV also announced the appointment of Robert J. Kingsley, production chief for the former Associated Press Spotnews TV newsreel, as production supervisor and as director of its new film center at 950 Eighth Ave., New York.

Mr. Kingsley's staff will include Miss Sophie Glantz, booking and billing department manager; Peter Sarkies, film editor, and William Stephens, West Coast production supervisor.

The stations that contracted with PSI-TV are WCBS-TV New York, KLAC-TV Los Angeles, KNBH(TV) Hollywood, WBAL-TV Baltimore, WTCN-TV Minneapolis, WEWS(TV) Cleveland and WNAC-TV Boston.

McMAHON NAMED

Is DTN Sports Director

THOMAS J. McMAHON has been named sports director for DuMont Television Network, Chris J. Witting, network director, announced today (Monday).

Mr. McMahon

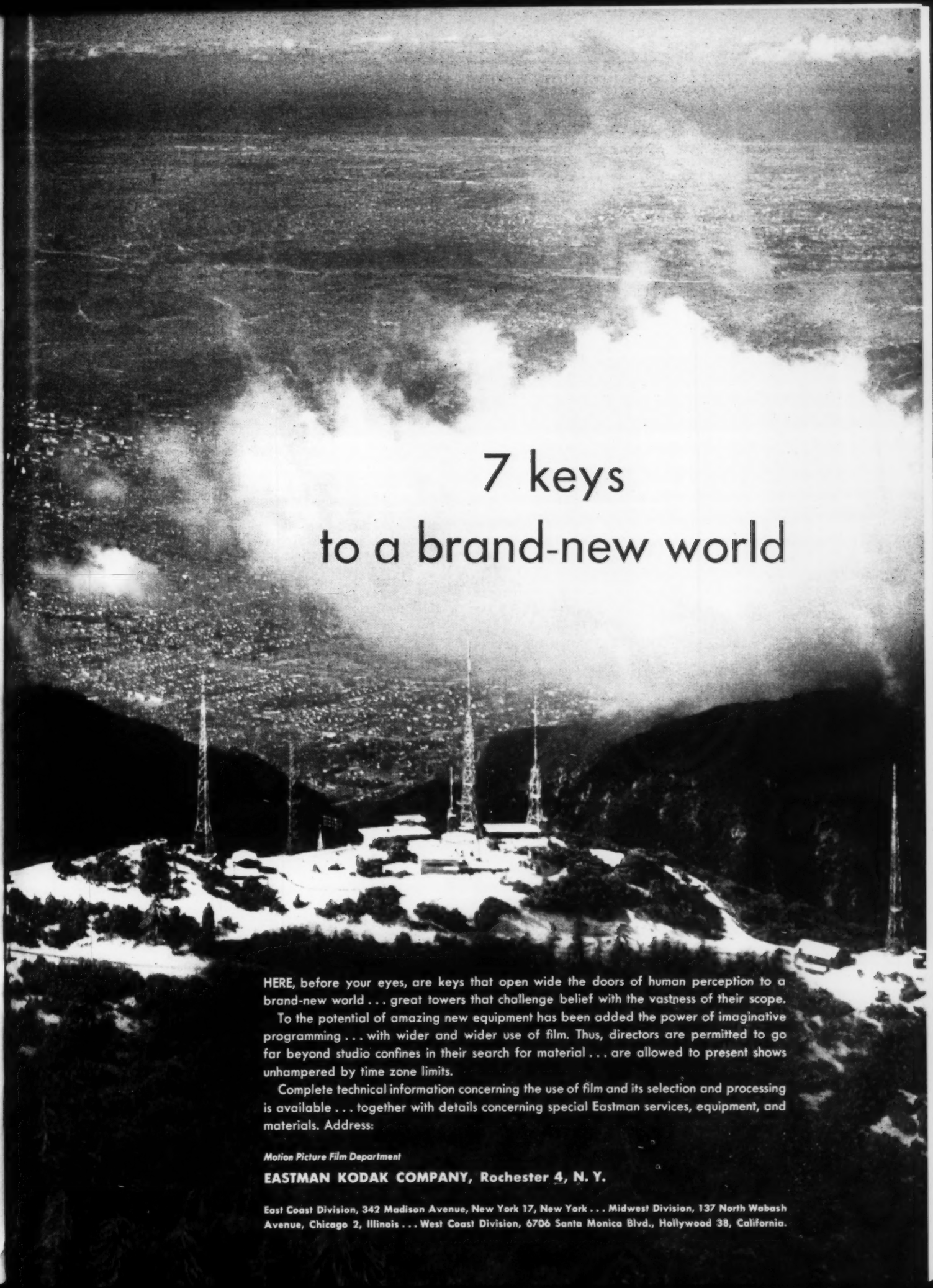
Mr. McMahon, a veteran sportscaster, recently resigned from N. W. Ayer & Son, where he had been a radio-TV executive seven years. His duties were to negotiate rights for sports events sponsored on both radio and television by agency's client, Altantic Refining Co. He began his radio career in 1935 as a play-by-play announcer of the first radio broadcast of Eastern League baseball heard over WNBF Binghamton, his native city.

CBS Television City

CBS Television City in Los Angeles moved closer to completion last Friday as 30 engineers and technicians started installation of custom-made TV technical equipment. Four large studios and an administration building form the core of the 15-acre development. Telecasting from there is slated to begin in October.

RANGERTONE
BEST FOR TV FILMS
USED BY
Good News Productions
48 North 52nd Street
Philadelphia, Pa.
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

XUM



HERE, before your eyes, are keys that open wide the doors of human perception to a brand-new world . . . great towers that challenge belief with the vastness of their scope.

To the potential of amazing new equipment has been added the power of imaginative programming . . . with wider and wider use of film. Thus, directors are permitted to go far beyond studio confines in their search for material . . . are allowed to present shows unhampered by time zone limits.

Complete technical information concerning the use of film and its selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, New York . . . Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois . . . West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

EDUCATIONAL TV

Steetle Cites Progress

AUDIO - VISUAL personnel "should feel a real stake in television and take an active part in assisting in its development," Ralph Steetle, executive director, Joint Committee on Educational Television, asserted Aug. 6.

Mr. Steetle spoke on "The Status of Television in American Education" before teachers, administrators, supervisors and audio-visual directors in Madison, Wis., at the Audio-Visual Education Institute at the U. of Wisconsin.

Citing the 242 assignments reserved for educational TV by the FCC, Mr. Steetle said educators have shown a "tremendous energy" the past two years in this field. A number of institutions have begun experiments and are making "vigorous" plans for entering educational TV, he noted. Mr. Steetle urged teachers to evaluate TV's best use "and what the medium cannot be used for," conceding the extent of TV's usefulness in the classroom is still undetermined.

CLOSED CIRCUIT TV

Wisconsin U. Votes Funds

APPROPRIATION of $105,750 for a closed-circuit TV "station" at the U. of Wisconsin, Madison, has been granted by the university's regents, it was announced last week. The laboratory will be used for teaching and research.

The regents indicated their approval of the project last May when they also authorized the university radio committee to work with the State Radio Council on a legislative request for funds to construct educational TV stations in the state. In June, the regents approved an operating budget of $22,820 for the TV laboratory during the 1952-53 school year.

The newly-granted appropriation will provide for three camera chains, cable to link studio and viewing rooms, lighting and scenery, monitors, mobile unit, photographic equipment and kinescope recorder and processor. Sum of $6,000 is included for remodeling of space in the Old Chemical Engineering Bldg. for studios.

'KNOW YOUR SCHOOLS' PROGRAM

KPRC-TV Staff Draws Praise for TV Series

STAFF of KPRC-TV Houston, Tex., has received fulsome praise for assistance and suggestions which helped maintain "the high level of public interest" of the station's recent *Know Your Schools* series.

The station and General Manager Jack Harris were lauded for their joint efforts in a special report released by the Houston Public Schools. The report traces development of KPRC-TV's initial educational series telecast in cooperation with the city's public school system.

The thrice-weekly series ran from Jan. 18 through July 4, with a schedule of 72 programs involving 529 school children from 38 schools, 45 school administrators and 61 teachers and principals. Total of 40 films were used on the programs which embraced various educational school aspects.

Mr. Harris expressed gratification over the station's service to the schools and summed up the series with these observations:

"One of the interesting things we discovered in this cooperative venture was that a single full-time employe was all [that was] required for the school district with the active cooperation of KPRC-TV public service directors. The program had a surprisingly high audience appeal with ratings consistently showing a 20% to 25% audience tune-in."

The "single full-time employe" was Mrs. Dorothy Sinclair, TV program supervisor of the public school system, who coordinated the series and performed before the cameras as mistress of ceremonies. She also compiled the report on *Know Your Schools*, which resumes next month.

Dr. W. E. Moreland, superintendent of the schools, wrote Mr. Harris that "without the technical knowledge of KPRC-TV's staff and its many suggestions, the program could not have maintained the high level of public interest that was evidence throughout the period of these broadcasts."

Dr. Moreland also praised Mrs. Sinclair for an "outstanding piece of work in a wholly-uncharted field—educational television."

No effort was made to "perfect" the programs, according to Mr. Harris. Subject of the majority of programs was curriculum, with every grade from elementary to senior high covered sometime during the series. Twenty programs showed functions of school departments, 12 others dealt with cultural and community agencies and the last 15 stressed summer activities, adult education and individual educational pursuits.

NEW FILM FIRM

Will Produce For Video

BABETTE DONIGER and John McGowan Wednesday announced formation of a new television film production company, Television Snapshots Inc., 50 Park Ave., New York. The new team will write, edit and produce films on industrial, entertainment, fashion and science topics, among others. Company now has one half-hour and one 15-minute package ready for release.

For the past three and a half years, Miss Doniger has handled production, promotion, special features and films for Kathi Norris Inc., New York.

Mr. McGowan recently was chosen by motion picture cameramen's union as "the most versatile film man in the country."

TV HOME COURSE

Offered by CREI Oct. 1

HOME STUDY course in "Television Studio Operations," claimed to cover every aspect of the TV studio, is being offered beginning Oct. 1 by Capitol Radio Engineering Institute, Washington, D. C., according to E. H. Rietzke, president.

Information may be obtained by addressing E. A. Corey, Capitol Radio Institute, 3224 16th St., N.W., Washington 10.

NBC-TV Shifts KF&O

REVERE Copper & Brass Corp. will sponsor its *Meet the Press* in the NBC-TV Sunday, 6-6:30 p.m. period, replacing *Kukla, Fran & Ollie* which was originally scheduled for the time. Latter show, sponsored by RCA Victor, will be placed in the Sunday, 4-4:30 p.m. time. Program will be used for merchandising and premium appearances throughout the program in theatre, department stores, etc. The network is currently attempting to sell every other week of KF&O to a food sponsor. St. George & Keyes, New York, is the agency for Revere Copper & Brass, and J. Walter Thompson Co., that city, represents RCA Victor.

CMBF-TV DEBUT

Mestre Sets Oct. 1

SIXTH TV outlet of Circuito CMQ S. A., Cuban radio-TV network operator, is to commence operation in Havana about Oct. 1, it was reported last week by Goar Mestre, director general of the CMQ operations. To be known as CMBF-TV, the new outlet will use Channel 7 and air film and local sports programs.

On the air since December 1950, the network's CMQ-TV Havana is assigned Channel 6 and uses a 5 kw RCA transmitter. CMBF-TV will employ 5 kw DuMont transmitter, to be housed at CMQ-TV's plant. Since May, CMQ-TV has been feeding kinescopes of its programs to CMQ-owned stations at Santa Clara, Camaguey and Santiago. Another CMQ outlet at Matanzas rebroadcasts CMQ-TV directly. About 20,000 ft. of film is kinescoped daily in the network operation, Mr. Mestre stated.

Two more studios have been added by CMQ-TV, Mr. Mestre said, for a total of six. The network operation also employs 15 film camera chains and two mobile units. A fortnight ago a major remote pickup of the regatta at Varadero Beach was aired, he related.

Construction is continuing on the CMQ seven-station microwave relay link between Havana and Santa Clara, Mr. Mestre reported, to cost about $400,000 when completed. Philco equipment is being used. Additional 11-station link to Santiago, to cost another $600,000, is being delayed a few months, he said.

COMMUNITY TV

Vermont Area Receiving

GREEN MOUNTAIN area of Vermont now is receiving TV signals through facilities of the Green Mountain Television Corp., a community TV system. The area encompasses Burlington, Winooski and Williston, with 54,000 homes. Operations began July 26.

Two signals being picked up by the Green Mountain firm are Channel 4 from WRGB (TV) Schenectady and Channel 2 from CBFT (TV) Montreal. Tri-weekly radio program, *TV Topics*, is carried over WCAX Burlington at 6:55 p.m. to acquaint Vermonters with upcoming programs and the community TV service.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 West Fourth Street, New York 14, N. Y.

BMI SEMINAR

More Meetings Advocated By Committee

DECLARING that "one week a year is not too much to devote to the most important element of the broadcasting profession—programming," a committee representing the more than 100 broadcasters attending the BMI Summer Seminar in Denver [B•T, Aug. 11] reported that the meetings were "a tremendous experience for all of us who have been fortunate enough to attend."

Recommendation that "additional seminars be held next year in other locations as well as in the city of Denver" and that "they be attended by at least one representative from every radio station," was made by the committee at the final session of the week-long seminar on Aug. 8. Rex Howell, KFXJ Grand Junction, Col., was committee chairman. Its other members were Ed Breen, KVFD Fort Dodge, Iowa, and G. Pearson Ward, KTTS Springfield, Mo.

Lauds Cooperative Efforts

Praising the U. of Denver and its radio department chairman, Russell Porter, for its initiative in bringing the seminar to the campus, the committee report also lauded the Colorado Broadcasters Assn. for its cooperation in making the seminar a success and BMI for its presentation as "a culmination of two years of stimulating program clinics."

"Programs are the principal tools of our trade," the committee stated. "Upon programs rest the full responsibility of our past mistakes and accomplishments. This BMI seminar has proved again that broadcasters are ever mindful of their inherent responsibility constantly to improve their programs to meet the changing pattern of American interests and tastes.

"The assessing of problems of programming, as is true in all other problems, through collective study, has benefited us greatly. We have indeed been the rich beneficiaries of a great fund of specific information, from our colleagues from 32 states and Canada, on how things are being done at other stations, large and small. We have learned how stations everywhere have been improving their programs in the interest of listeners, have developed greater audiences, rendered better public service, and in so doing have enjoyed greater financial returns.

"We have acknowledged with equal frankness our programming strength and weakness. We have found a striking similarity in programming from the many stations represented at this seminar, regardless of their size or geographical location. From this ground of common interest, we have benefited immeasurably while enjoying the privilege of helping one another. This seminar has reaffirmed the long-held conviction of many broadcasters that all people, wherever they may live—in cities or on farms—are basically alike in their programming preferences and that there is a nationwide appreciation of concert music, fine books, stimulating discussion and all other such program ingredients that make for a richer and fuller life.

"We find that programs *can* improve and that it is the intent of radio stations to achieve that improvement. We find programs are the very foundation on which radio depends. We believe any program appearing on any station should fulfill a definite purpose.

"Even in the face of their notable accomplishments, broadcasters are not willing to rest on their laurels. They are deeply concerned in making use of every opportunity to enhance the value of radio as the greatest force for service in the fields of entertainment, information, advertising, education and in the cultural stimulus of the American people. To achieve these calls, broadcasters cheerfully accept the responsibility of approaching the challenge with enthusiasm and constructive intent.

"Your committee fully endorses the findings and opinions toward this end that have been stated by our speakers.

"It is our considered judgment that in sheer self-interest, the management of every station should regularly evaluate its entire program structure through actual listening by qualified personnel and later by analysis of what has been heard."

Slow Boat From Tokyo

GEORGE THOMAS FOLSTER, NBC's chief Tokyo correspondent, apparently does not believe in such prosaic means of transoceanic travel as airplanes and ocean liners. Twelve years ago, Mr. Folster sailed from the U. S. to Australia in a three-masted schooner. World conditions kept him in the Orient for 12 years but when he returned to the U. S. recently, he negotiated the 5,000 miles from Tokyo in his own 50-foot ketch. The non-stop sail took 47 days out of sight of land and with only three vessels sighted during the entire trip.

KXA APPOINTMENT

Smith Named Gen. Manager

HUGH A. SMITH, education director, KPIX (TV) San Francisco, has been appointed general manager of KXA Seattle, effective Sept. 1.

Mr. Smith

Both stations are affiliates of Wesley J. Dumm Enterprises. Other stations include KSFO San Francisco and KWID San Francisco. KWID is an international station.

The appointment will mark a return to the Northwest for Mr. Smith, who, prior to his joining KPIX in July 1951, was program director of KPOJ-AM-FM Portland, Ore. Mr. Smith also has served with KGW Portland and WBIR-AM-FM Knoxville, Tenn.

Early this year he was selected as a traveling speaker for BMI radio clinics throughout the nation. Mr. Smith will take his wife and two children to Seattle in September.

Westinghouse Fund

FELLOWSHIP fund to aid promising young engineers and scientists of the Westinghouse Electric Corp. to continue their studies at a graduate level has been established in honor of the late Leon R. Ludwig, outstanding inventor and Westinghouse engineering executive. To be eligible for a fellowship, a candidate must have shown marked ability in engineering or scientific fields and must have been a Westinghouse employe for at least two years.

COLUMBIA RECORDS

Mulls 'Fair Trade' Policy

COLUMBIA RECORDS Inc. will not announce its decision on establishing fair trade prices for its records under the new "Fair Trade" law until it can also reveal its plans for enforcing its policy, James B. Conkling, president of the record manufacturing subsidiary of CBS, stated last week.

When Columbia Records attempted to establish fair trade prices for records some years ago, Mr. Conkling said, "in litigation that resulted, Columbia succeeded in establishing in the courts, over vigorous opposition, that records are a product which can be fair traded. . . . Columbia now wishes to be certain that if it attempts to fair trade again, it will be able to enforce its fair trade practices. There are many collateral problems which must be considered, such as interstate mailing of records, the effect of fair trading on various dealers subject to different OPS ceiling prices, etc."

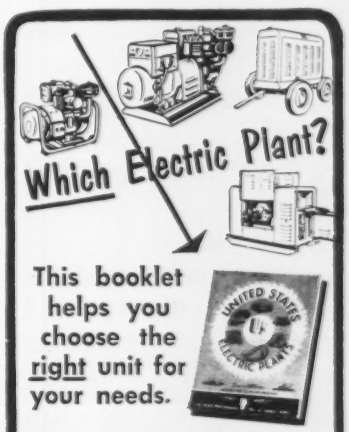
Border Privileges

UNDER terms of a new treaty with Canada, certain mobile and amateur radio stations licensed by either Canada or the U. S. may be authorized to operate across the border in each other's territory, FCC announced last week. Advance permit for such operation is required, except for aircraft radio.

KGW
THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



This free booklet will help you select the right type, the right size, starting method, etc. for your particular application. *Whatever* you need, you'll find it in the "U.S." line — for U.S. builds over 300 models, backed by more than 60 years of manufacturing experience!

UNITED STATES MOTORS CORP.
354 Nebraska St. Oshkosh, Wis.
Please send me the free booklet on Electric Plants. I am interested in
☐ Gas powered, ☐ Diesel,
☐ Gasoline powered

Name .....
Address .....
City ..... Zone .... State .....

SOMETHING new in the way of quiz programs has been reported by WOR-TV New York. *Ad-Quiz* will put contestants on the spot and test their powers of observation by asking them questions about ads they have seen and heard. Typical of those asked by quiz mistress Virginia Grahame are "What cigarette helps you escape from the commonplace?" or 'How does Ann Sothern keep cool?" Contestants on the show which makes its debut Aug. 23, will work in teams aiming for the highest score with each getting a chance to give the correct answer.

TV WEDDING BELLS

WEDDING protocol is being telecast on *Whats Cookin'* on KSTP-TV Minneapolis-St. Paul. Bernice Hudlin was hostess to a wedding shower party on the program last week. The actual wedding reception for the same bride, Beverly Huddle, will be telecast today (Monday).

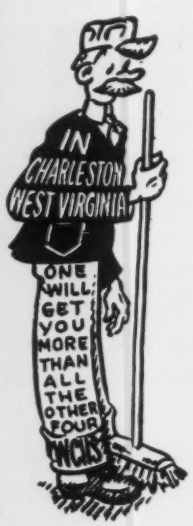
CKNW STATISTICS

CKNW New Westminster, B. C., cites survey statistics to show that from CKNW, "you get one-third more audience . . . in all wage earner areas of Vancouver, Burnaby and New Westminster." Bill Rea, CKNW owner-manager, says also that surveys show that his station is "Top Dog" in area auto-radio listening.

Mr. Harvey Pearman
Beaumont & Hohman, Inc.
Kansas City.

Dere Harvey:

For a'long time you're hed an inturust in Chas. because it th' hedquarturs of th' whole Atlantic Grayhound system. Now, by golly, Chas. is rite up in big sports company with a ball club in th' American Assn. along with K.C. Ov course, we're always doin' big things down here. I seen New York City store sales iz down 14%. Mr. Macie oughtto move to Chas. where sales iz up 21% for th' same period. Yessir, bizness is good here and merchunts are reachin' for it with WCHS on 580 with 5,000.



My boss sez K.C. may win th' pennant this yere but just weight until 1953.

Yrs,
Algy

WCHS
Charleston, W. Va.

programs promotion premiums

WCUE TRUCK UNVEILED

UNIQUE "special events truck" was unveiled by WCUE Akron, Ohio, at the July opening of the Century Food Stores' first supermarket. The "truck," carrying a sign which read "No FM, No TV, Just Good Old Fashioned Radio," was a 1911 model-T Ford. The store's opening was preceded by a WCUE teaser spot campaign. Spots were broadcast 50 times daily for one week followed by a one-week saturation campaign of full minute spots selling unique features of the Century market.

'CAMPUS' GOES RURAL

WBAL-TV Baltimore's *TV Campus*, Class A time educational program presented in cooperation with 14 Maryland colleges and universities, is dealing exclusively with agricultural matters during August and September, with professors from U. of Maryland agriculture department being featured. Moderator will be Conway Robinson, WBAL-TV farm program director.

RAIN-MAKING REPORTS

RAIN-MAKING efforts to end the drought in the Connecticut Valley were given full coverage by WTIC Hartford's Farm Program Director Frank Atwood, according to the station. Daily reports and interviews kept the public informed on operations of the rain-making crews in various parts of the state. When nature stepped in to help with a total of 2½ inches of rain in two days, Mr. Atwood reported the end of the month long drought on NBC's *World News Roundup*.

POWER STORY

TWICE weekly broadcast, dealing with the construction of the new KLX Oakland, Calif. new 5 kw transmitter, is being aired by the station. *More Power to You* has as its format interviews with engineers, job foreman and rile drivers who tell listener about the construction job. Mark Gerstle, production manager of the station and m.c. of the show, stated that "The aim of the show is to make KLX audiences sidewalk superintendents on the spot."

'STAGE DOOR' DISPLAY

DISPLAY window at WBTV (TV) Charlotte features a 6x7 ft. stage door setting as a backdrop for a new promotional display. Made of beaver board, the display has changeable panels to feature various products and programs.

WIP JOINT PROMOTION

JOINT PROMOTION by WIP Philadelphia and the Central News Agency there plugs *Mary Biddle Show* on WIP and *Modern Bride's* giant 290-page edition now on the newsstands. In return for on-the-air announcements to young homemakers on the *Biddle* show, Central News has posted 2,000 placards advertising the WIP show and *Modern Bride* on newsstands within a 60-mile radius of Philadelphia.

KLZ GREETS SHOW TROUPE

KLZ Denver whooped up Helen Hayes and the cast of "Mrs McThing," for the play's two weeks at Central City, famed old Colorado mining town, by parking its bright red mobile unit at Union Station, Denver, to meet the cast. KLZ staged music and interviews with the stars and featured a chorus of young folks in Gay Nineties costumes brought from Central City to welcome the troupe. The station planned also to broadcast opening night ceremonies from Central City.

VETERANS ON VIDEO

BETTY ANN HORSTMAN, m.c. of WLWD (TV) Dayton's *Coffee Club*, each week invites a veteran from the Wright-Patterson AFB Hospital at that city to be a guest on the TV show, where he is interviewed and tunes dedicated to him by musicians Arvie Recore, Jim Bolen and Dick Shafer. The veteran also receives gifts from the program's sponsors.

OPERATIC DJ SHOW

KNBC-AM-FM San Francisco has extended indefinitely its unusual new disc jockey show of opera. Originally, the show was to have terminated Aug. 6. Reuben Bradford, a Texan billed as a "two-legged musical encyclopedia," presides over the show, playing operatic records after bringing listeners up to date as to plot and composer. Mr. Bradford phrases his introductions in idiomatic, or Bradford-English.

RADIO EXTRACTS PROMISES

UNDER WICH Norwich, Conn., sponsorship, an "I Promise to Vote" campaign has been launched in that city. More than 50 of the station's advertisers are participating in the campaign. Buttons bearing the station's call letters and the vote slogan as well as window streamers and straw poll ballots are being distributed. Local and area officials will back up the campaign by making radio appearances during the next eleven weeks.

GET-ACQUAINTED SESSION

DRIVER-salesmen of the American Brewery, Baltimore, assembled in studios of WAAM (TV) Baltimore for the purpose of becoming acquainted with promotions prepared by the station, brewery and the Kuff & Feldstein and Elmer Free ad agencies. Also on hand were six finalists in the "Miss TV" contest. Baltimoreans may vote for the finalists "wherever American Beer is sold." The contest, conducted in six half-hour TV variety shows on WAAM, drew more than 1,300,000 votes last year. A new high final total vote is predicted this year.

FREEDOM FOOTNOTE

WHDH-AM-FM Boston has assigned a weekly half-hour slot to a new public affairs series, *Footnote to Freedom*. Devoid of political tie-ins, the programs are being taped in communities "where America started," with Lexington, Gloucester and Attleboro, all in Massachusetts, starting off the roll. Object, WHDH explained, is to document individual contributions to freedom in the past, and to stimulate civic and moral responsibility in current affairs.

MORE FLYING SAUCERS

FLYING saucer's timeliness has been worked into a novel promotion by KIOA Des Moines. Four thousand cardboard "flying saucers" were printed with the message *"Out of This World*—the new Dick Mills show over KIOA." One letter of the station's call letters appeared on each piece. Saucers were dispensed from an airplane. The first five who found a complete set of saucers —one each with the letters "K" "I" "O" and "A" were awarded $10.

'HOMEMAKER' NEWS SHOW

NEWS SHOW "for the busy homemaker" began on WTCN Minneapolis Aug. 6. Titled *Datelines With Grace Lindley*, the show stars Mrs. Lindley in a quarter-hour commentary on world, national and local affairs.

WDUZ
ABC NETWORK
on GREEN BAY, WIS.

BLATZ AND SCHLITZ MAY COMPETE, BUT THEY BOTH INSIST ON WDUZ COVERAGE IN GREEN BAY.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

SHARE TRANSFERS

18 Stations to Ask CBC

EIGHTEEN Canadian stations will request share transfers at the Sept. 5 meeting of the Board of Governors of the Canadian Broadcasting Corp., at Radio Canada Bldg., Montreal. Two stations, CHLN Three Rivers and CKLD Thetford Mines, are asking for corporate name transfer of license, and CKLS La Sarre is asking for change of control in corporation to J. J. Gourd, D. A. Gourd, and R. Charbonneau.

CJEM Edmunston is requesting change in frequency with 1 kw from 1380 kc to 570 kc with directional antenna. CFYT Dawson, Canadian Army station, is asking for change in frequency with 100 w from 1400 kc to 1230 kc. CHNO Sudbury is requesting permission to establish a supplementary 250 w AM station on 1240 kc, in addition to its present 1 kw on 1440 kc Both transmitters would use same antenna.

'RAILROAD HOUR'

Commercials Complimented

ASSN. of American Railroads, sponsors of the *Railroad Hour*, aired Mondays over NBC, are enjoying compliments on the program's commercials.

Typical excerpts of audience reaction to commercials are these, contained in letters to the association:

"I have been particularly impressed with the clever manner in which your broadcast commercials tell something about your business," wrote an educational testing service officer in Princeton, N. J. "It seems to me," he added, "they are interesting, succinct, and make a point, usually just one."

An insurance man in St. Paul wrote: "The commercials are good. They tell an interesting story and never arouse an impulse to turn them off. I am sure this program must bring the railroads much good will."

A San Francisco bank executive: "Your treatment of the commercials is most excellent — educational, interesting, and not monotonous and repetitious."

Film Report

(Continued from page 90)

the truths of the Christian Gospel will become alive as they are exemplified in the lives of Grampa Fisher, his 50-year-old son and daughter-in-law, Carl and Anna, and their three children.

"In each of the 26 episodes of the first year's series one or more of the Fishers will be involved in a dramatic situation, the solution of which will call for the application of a particular Christian truth," Mr. Schlake said.

Mr. Schlake said the films will be made available to television stations throughout the country. He noted that a public appeal for funds will not be made in connection with the telecasting of the series.

The series was produced by **Family Films**, Hollywood.

Film People . . .

Betty Hutton, no longer under contract to Paramount Pictures, is making plans to enter television. Her husband, **Charles O'Curran**, former director with Paramount, will direct a series of programs when the format is selected. It is reported that the pair will sign with a major network shortly and Miss Hutton's video activity will start with a series of guest shots.

* * *

John English directs the next 26 half-hour films in *The Adventures of Kit Carson* TV series for **Revue Productions**, now shooting at Republic Studios, North Hollywood. Series stars **Bill Williams**.

* * *

John Glavin, general manager of **Five Star Productions**, Hollywood, has assumed additional executive responsibilities. **Norman McCabe**, assistant unit animation director with firm, has been promoted to animation director. He succeeds **Howard Swift** who resigned.

* * *

Rosemary DeCamp, who portrays Judy Price on CBS Radio *Dr. Christian*, will be featured in the TV film commercials for **Pacific Borax Co.**, New York (20 Mule Team Borax), on *Death Valley Days*, half-hour TV series being filmed by **Flying A Television Pictures**, Hollywood. **Stanley Andrews**, radio-TV actor has been signed to portray the Old Ranger in the series. Agency is **McCann-Erickson Inc.**, that city.

* * *

Samuel Goldwyn Jr. plans to enter TV film production following his separation from the Army. He was formerly a member of Gen. Eisenhower's staff in Paris.

* * *

Capt. Jack Lewis, USMC, former Monogram Pictures writer, has completed four in a series of eight half-hour films, geared for release to TV and theatres, which the U. S. Navy and Marine Corps are producing in Korea under combat conditions.

* * *

Edgar Buchanan has been signed by **William Boyd Productions**, Hollywood, to co-star in NBC-TV *Hopalong Cassidy*, half-hour film series now in production for fall release. Programs will be filmed in two series of 26 and budgeted at $25,000 per film.

* * *

Harry Cohen, vice-president and general manager of **Apex Film Corp.**, Hollywood, joins **Paul F. Heard Inc.**, that city, as production coordinator.

* * *

Bernard Hendel will represent **Louis Weiss & Co.**, Los Angeles, TV film distributor, in Erie, Huntington, Johnstown and Pittsburgh, Pa., and **Harold C. Burke** will represent the firm in Lancaster, Washington, Wilmington and Baltimore. Messrs. Hendel and Burke will operate independently in the sale of both old and new products from Weiss, according to the firm.

Materials Survey

SURVEY of four major strategic materials has been compiled by the National Security Resources Board. Study covers future prospects on nickel, lead, asbestos and antimony, together with detailed statistics of interest to commercial users. Survey was prepared in conjunction with the report of the President's Material Policy Commission, headed by William S. Paley, CBS board chairman, and now disbanded. Publication of the study, comprising separate volumes for each material, was announced by Jack Gorrie, NSRB chairman.

ANVIL AWARDS

Entries Close Sept. 9

AMERICAN Public Relations Assn. announced last week applications are being accepted for entries in the 1952 Awards Competition. Entries should be mailed to the association, 1010 Vermont Ave., N.W., Washington 5, D. C., not later than Sept. 9.

The coveted silver anvil awards will be made in 14 classifications. Eligible to participate is any person, firm, corporation, association or other organization engaged in public relations, or maintaining fulltime operational functions of a public relations nature, or whose principal endeavor included specific activities of a direct public relations character during 1951-52, with particular emphasis on media and procedures.

WBS Sales

CF World Broadcasting System's new sales in recent months, 68% were to network affiliated stations which apparently plan to meet local advertiser budgets with low-cost library-produced shows, WBS General Manager Robert W. Friedheim reported last week. Through a typographical error, B.T's Aug. 11 report on World's peak-level sales erroneously placed this figure at 1% instead of 68%.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Raleigh

GOT YOU ON MY MIND

On Records: Buddy Morrow — Vic.; John Greer—Vic.; Hawkshaw Hawkins—King; Big 3 Trio—Okeh; Joe Burton Sextette—Intro.

Exclusively licensed by BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA

910 KC — 5 KW

ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

LIMITED DEALERSHIP
Suggested by DuMont

NEW policy of introducing one line of DuMont television receivers a year and limiting dealership to a selected number was announced Wednesday by Dan D. Halpin, general sales manager of the Receiver Div., Allen B. DuMont Labs.

In a talk before Michigan dealers at the Prince Edward Hotel in Windsor, Ont., Mr. Halpin declared that DuMont's plan to introduce only one line a year would "help give the television receiver industry the same type of stabilization . . . that the automobile industry enjoys." The policy of limited, selected dealership Mr. Halpin explained, would protect "the aggressive, progressive type of dealer who will put on the sales, advertising and merchandising effort the present line of DuMont receivers deserve."

Marquette Course

MARQUETTE U. last week announced that its first course in television will be offered this fall. Colby Lewis, assistant program manager of WTMJ-TV Milwaukee, will be the instructor. Students will receive two college credits. The course will emphasize video programming and administrative coordination of writing, staging, directing and acting. Dr. Lewis, holder of a Ph.D from Cornell U., joined WTMJ-TV in 1948.

FOR FINEST TAPE RECORDING

WNAD

Norman, Oklahoma

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

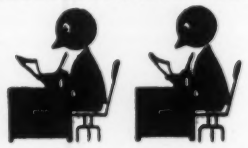
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



AUG. 11 THROUGH AUG. 15

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp. synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103

August 11 Applications . . .

ACCEPTED FOR FILING

License for CP

WCFL Chicago—License for CP which authorized change in DA-N.

KGDE Fergus Falls, Minn.—License for CP which authorized change in frequency, power and installation of DA-N.

Extension of Authority

CBS New York—Extension of authority to transmit programs to CFRB, CKAC and CJAD and other stations under control of Canadian Bcstg. Corp. for period beginning Sept. 15.

Change Antenna System

WARM Scranton, Pa.—Mod. CP, as modified, which authorized change in frequency, power and installation of DA-DN, to change ant. system.

Renewal of License

Following stations request renewal of license:

WBBC Flint, Mich.; WOOD Grand Rapids; WJEF Grand Rapids; WKHM Jackson, Mich.; WMPC Lapeer, Mich.; WMTE Manistee, Mich.; WSTR Sturgis, Mich.; WILE Cambridge, Ohio; WCPO Cincinnati; WSAI Cincinnati; WGAR Cleveland; WDOK Cleveland; WTAM Cleveland; WCOL Columbus; WHOK Lancaster, Ohio; WMOA Marietta, Ohio; WNXT Portsmouth, Ohio; WTOL Toledo; WHI Dayton, Ohio; WJBK-TV Detroit; WXYZ Detroit; KOB-TV Albuquerque, N. M.; WKRC-TV Cincinnati; WTVN (TV) Columbus; WSPD-TV Toledo; KDYL-TV Salt Lake City, Utah; WSAZ-TV Huntington, W. Va.

August 11 Decisions . . .

BY BROADCAST BUREAU

Delete FM

WNBF - FM Binghamton, N. Y.—Granted request to cancel license and delete FM.

KMHB (FM) Belton, Tex.—Granted request to cancel license and delete FM.

AM—1320 kc

WILS Lansing, Mich.—Granted license covering change to 1320 kc 1 kw, 5 kw-LS DA-D-N, unl.

Change Transmitter Location

KIJV Huron, S. D.—Granted CP to change trans. and main studio location.

Change Name

KEPH Ephraim, Utah—Granted mod. license to change name to Utah State Agricultural College — Snow Branch, junior college of State of Utah.

Extension of Completion Date

WLCS Baton Rouge, La.—Granted mod. CP for extension of completion date to 12-15-52.

WINZ Hollywood - Miami, Fla. — Granted mod. CP for extension of completion date to 12-1-52.

Periscope Mirror

CBS-TV has devised a periscope mirror attachment to pick up high ceiling shots that have plagued cameramen in the past. Developed by engineers under Paul Wittlig, in charge of development of new effects for CBS-TV, the attachment consists of two mirrors hinged to the front of a camera—one to pick up the picture and the other to reflect it to the camera lens.

August 12 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KVNC Winslow, Ariz.—Mod. CP, as modified, which authorized new AM, for extension of completion date.

WDMJ Marquette, Mich.—Mod. CP, as modified, which authorized change in frequency, power, installation of new trans. and DA-N, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WLOI LaPorte, Ind.; WIKB Iron River, Mich.; WMDN Midland, Mich.; WERE Cleveland; WONW Defiance, Ohio; WLIO East Liverpool, Ohio; WFIN Finlay, Ohio; WETB Johnson City, Tenn.

APPLICATIONS DISMISSED

Change Antenna System

KXOB Stockton, Calif.—CP to make changes in ant. system and install TV ant. on top center tower of DA.

Change Hours of Operation

KALA Sitka, Alaska—Mod. license to change from unl. to 11 a.m. to 8 p.m. Sunday, 3 p.m. to 10 p.m. weekdays.

APPLICATIONS RETURNED

Renewal of License

WMIS Natchez, Miss.—RETURNED application for renewal of license.

WPTW Piqua, Ohio—Same.

TENDERED FOR FILING

Change Studio Location

WAVA Ava, Ill.—Mod. license to change studio location from Ava, Ill., to DuQuoin, Ill.

August 12 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Chief, Broadcast Bureau—Granted petition for extension of time to Aug. 15 within which to file opposition to motion to reopen record re application of WSOC Charlotte, N. C.

WOBT Rhinelander, Wis.—Granted petition for removal of application from hearing docket.

WWOC Manitowoc, Wis.—On Commission's own motion, application of WWOC was removed from hearing docket.

Port Arthur College, Port Arthur, Tex.—Granted petition to amend application to submit amendment to charter of Port Arthur College and modification of exhibit 2 of application.

Harrisburg Bestrs. Inc., Harrisburg, Pa.—Granted petition to amend TV application for purpose of correcting paragraph 9 of sec. IV of application; furnish balance sheet of president of applicant; and to replace exhibit 2 to show that loan is to be obtained from Harrisburg bank.

KOIN Portland, Ore.—Granted petition to amend TV application for purpose of substituting table A and figures 1 and 3 of exhibit 13 for corresponding table and figures included in exhibit 13 as filed June 25.

Transit Riders Assn. Inc., Washington, D. C.—Granted request filed Aug. 7 for dismissal of petition filed July 30 for extension of time to file petition for reconsideration of Commission's action of July 11 granting without hearing application of Capital Bcstg. Co. for renewal of license of WWDC-FM Washington, D. C.

NBC New York—Granted in part petition for extension of time from Aug. 12 to Sept. 12 within which to file exceptions to the Second Initial Decision in the matter of KGBS Harlingen, Tex. Time for filing extended to and including Aug. 26.

By Hearing Examiner J. D. Bond

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition for continuance of partial hearing re application from Aug. 19 to Aug. 22, at Washington, D. C.

Chief, Broadcast Bureau—Granted in part motion for extension of time to file proposed findings and conclusions re applications of Gulf Beaches Broadcasting Co., St. Petersburg Beach, Fla. Time extended to and including Tues., Aug. 19, and further ordered that parties to proceeding be allowed extended time to and including Fri., Aug. 29, within which to file such reply to proposed findings as they may desire to present.

By Hearing Examiner James D. Cunningham

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex. — On Commission's own motion, hearing presently scheduled for Aug. 14 in this proceeding, concerning which there is pending petition filed July 7 in behalf of the applicant to reconsider and grant, is continued without date.

By Hearing Examiner Basil P. Cooper

Chief, Broadcast Bureau—Granted request for additional time within which to file opposition to petition filed July 21 by WWHG Hornell, N. Y., to reopen record in proceeding re application and that of WLEA Hornell, N. Y., Time extended to Aug. 15.

August 13 Applications . . .

ACCEPTED FOR FILING

License for CP

KBUC Corona, Calif.—License for CP which authorized increase in D power.

Change Transmitter Location

WHVF Wausau, Wis.—Mod. CP which authorized new AM to change trans. location; change type of trans. and make changes in ant. system. AMENDED to change type of trans.

Change ERP

WTVR (TV) Richmond, Va.—Mod.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
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AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
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VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

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Executive Offices
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Metropolitan 4477
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John A. Moffet, Associate
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WELDON & CARR
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1605 Connecticut Ave.
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4212 S. Buckner Blvd. 4742 W. Ruffner
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CONSULTING RADIO ENGINEERS
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MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
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A. EARL CULLUM, JR.
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Formerly Colton & Foss, Inc.
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WASHINGTON, D. C.

JOHN CREUTZ
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ARLINGTON, TEXAS

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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
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Box 2468 Birmingham, Ala.
Phone 6-2924
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
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SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

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815 E. 83rd St. Hiland 7010
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Appointments arranged for
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INSTALLATION-OPERATION
Television Engineering Since 1929
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Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

Member AFCCE

CP, as modified, which authorized changes in facilities, to change ERP from 2kw vis. 1kw aur. to 100kw vis. 50kw aur.

August 14 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WCAR Pontiac, Mich.—Mod. CP, as modified, which authorized installation of new ant. and to mount FM ant. on top of AM tower, for extension of completion date.

WVAM Altoona, Pa. — Mod. CP, which authorized installation of new trans. for extension of completion

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager for new radio station in thriving industrial market; thoroughly experienced, aggressive and capable of sound basic sales organization. Excellent salary guarantee and commission arrangement. Unlimited opportunity for right man. KFMA Broadcasting Co., 415 Perry St., Davenport, Iowa.

Salesmen

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. $100 weekly guarantee. Personal interview required. State age, experience. Box 930P, BROADCASTING • TELECASTING.

Salesman—Wonderful opportunity young, aggressive idea-man, opportunity becoming commercial manager. Well-established, successful, network station Southwest. Third market, however, non-metropolitan. Fine town to make your home, with a sound newspaper-affiliated radio station commanding respect. TV applied for. Interested only in high type, clean, aggressive man. If you fill the bill, we'd like to meet you. Maybe you'd like to learn more about us, too. Box 937P, BROADCASTING • TELECASTING.

Do you like to sell? A fast-moving Pennsylvania indie needs one grade-A go-getter in a small lucrative market. You must be able to produce. Box 4R, BROADCASTING • TELECASTING.

Experienced salesman wanted. Good potential market, liberal commission and draw. KNBR, North Platte, Nebraska.

Opportunities for several young men who want to sell radio time with our fast growing organization. You will work under two skilled salesmanagers who are proven successful radio time salesmen. Our organization is being expanded to include salesmen for our Station WBOK in New Orleans, KAOK in Lake Charles, Louisiana, and we will soon have a station in Baton Rouge. We are also applicants for TV in New Orleans and expect to be the next station on the air. Keen aggressive young men who want to sell, like people, and are anxious to grow with an expanding organization can get in on the ground floor now and make from $400 and up per month provided they are willing to work steadily toward success. We pay a living base salary guaranteed, plus commission and bonus. Wire or write at once. Stanley W. Ray, Jr., WBOK, Inc., 505 Baronne St., New Orleans 12, Louisiana.

Salesman-announcer. Accustomed making calls, daily reports, sales, commission. Exclusive territory, active accounts. WSMI, Litchfield, Illinois.

Salesman-announcer. Fine opportunity for experienced salesman who is good announcer, preferably in early 30's. Seventy-five dollars weekly to start. Write immediately to Ray Moss, Radio Station WSSV, Petersburg, Virginia.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references, first letter. $80/44 hours. Box 900P, BROADCASTING • TELECASTING.

Combination engineer-announcer with emphasis on announcing. Pay commensurate with ability. Desire someone worth $70.00 per week. Iowa daytimer. Box 922P, BROADCASTING • TELECASTING.

Announcer-salesman for 1kw daytimer. Should be strong on sales, good newscaster and able to handle high school and textile sports . . . play-by-play. Send photo, disc or tape, details and references. $100 to $125 weekly earning to start. Permanent position. Box 931P, BROADCASTING • TELECASTING.

Wanted: Two combination announcer-operators. First class ticket. 250 watt network station. Eastern city, 15,000 population. $1.50 per hour with time and a half for overtime. Guaranteed 44 hour week. Send complete information and audition, ET or tape. Opening in near future. Box 964P, BROADCASTING • TELECASTING.

Announcer wanted by established 5kw Wisconsin NBC station which has TV application. Must have at least 2 years experience in DJ and commercial announcing. Prefer someone now employed and interested in advancement from smaller station. Send disc and references to Box 31R, BROADCASTING • TELECASTING.

NBC Southern outlet needs experienced staff announcer able to handle all phases except sports. Send references, picture, disc and state salary. Answer to Box 36R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $86.40 for 40 hours. Leading Northwest independent. Send audition with application. Box 47R, BROADCASTING • TELECASTING.

Opening for competent announcer. Football broadcasting experience desirable but not essential. Successful station Southwestern city under 50,000. Planning TV. Box 50R, BROADCASTING • TELECASTING.

$300 per month to good combination man for evening shift, ABC station, 37 hour week 1½ for all over 40. Box 52R, BROADCASTING • TELECASTING.

Morning announcer, strong on commercials. 500 watt New England independent. Send tape or disc to Box 58R, BROADCASTING • TELECASTING.

Specialty DJ with ticket, single. Amusing, fast flowing ad-lib, clever quips, character voices, "cue-in" gimmicks. Ohio. Box 63R, BROADCASTING • TELECASTING.

Announcer-engineer for kilowatt independent. Must have first class ticket. Announcing accented. Experience not necessary if can handle announcing. Excellent working conditions. Pay on ability. Contact KBOA, Kennett, Mo.

Announcer. General staff work. Permanent. Good working conditions. Progressive network affiliate. Prefer man willing earn advancement. Send full details and audition. Will return audition promptly. KTEM, Temple, Texas.

Immediate opening sports director, experienced in play-by-play. Good salary, moderate hours with progressive small town station. Will also require regular announcing duties. Audition and references required. Call, wire or write Manager, KXAR, Hope, Ark.

Help Wanted (Cont'd)

Announcer-engineer. Must be good announcer. Start $80 a week. Excellent living conditions. KTNM, Tucumcari, N. Mex.

5000 watt fulltime NBC station in city of 15,000 needs capable, experienced announcer to handle regular shift, including some news broadcasts. Would prefer combination man but will take announcer without ticket if he is the right man for the air work. Send audition disc, salary requirements, marital status, picture and short letter relating extent of experience plus references. Absoluely no applications from drunkards or floaters. Would prefer applicants who have worked in or lived in Kansas or adjacent state area. Address application to Ray Beals, KVGB, Great Bend, Kansas.

Engineer-announcer. 1kw station, good conditions. Heavy on announcing. Car necessary. Immediate opening. Reply to Carroll Lee, WANS, Anderson, S. C.

Wanted: Experienced announcer with selling experience. Good salary offered for announcing plus 15% commission on sales. No draw. Southerner preferred. Station WAPF AM-FM, McComb, Miss.

Combo announcer operator. First ticket. Immediate. WGAT, Utica, New York.

Need immediately an excellent all-around announcer. All details in first letter, including salary expected. Rush disc or tape to WHFB, Benton Harbor, Michigan.

Immediate opening for announcer-engineer on 250 watt full time Mutual affiliate, in ideal place to live. Starting salary: $70 for 42 hour week. WPNF, Brevard, N. C.

Wanted immediately. Two combination announcer-engineers. Florida West coast city. Send audition, photo, resume, and salary requirements. WTRL, Bradenton, Florida.

Wanted: Announcer as partner in tape recording business. Must be capable to manage and produce pre-show and intermission tape program for drive-in theatres. $4,500 necessary for ½ interest in the business. Academy Productions, 117½ N. 21st St., Birmingham, Alabama. Phone 53-5721.

Technical

Engineer. 5kw station in city of half million in Midwest requires engineer with first class license. Salary range $75-$100 per week. Applicant for TV in several cities. Give resume of experience and education. Snapshot appreciated. Box 957P, BROADCASTING • TELECASTING.

Wanted: Two first class ticket holders. Chance to become chief. 250 watt network affiliate. Small Eastern city. $1.30 per hour with time and a half for overtime. Guaranteed 44 hour week. Opening in near future. Complete details first letter. Box 965P, BROADCASTING • TELECASTING.

Wanted: Chief engineer for Rocky Mountain metropolitan market station with immediate television plans. Man we're looking for must be thoroughly experienced in all phases of AM radio construction, installation and maintenance; with a basic general knowledge of television equipment and installation. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 20R, BROADCASTING • TELECASTING.

Wanted: Engineer or engineer-announcer and announcer, at 250 watt east central network affiliate. Also need salesman or announcer-salesman. Rush references, full information. Box 39R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: Engineer with first class phone license. Immediate opening. Box 49R, BROADCASTING • TELECASTING.

Wanted: First class engineer, no experience required. Virginia network station. Reply Box 60R, BROADCASTING • TELECASTING.

Excellent opportunity for conscientious man without experience but with engineering know-how and good voice. New Mexico CBS affiliate. Box 61R, BROADCASTING • TELECASTING.

Chief engineer for independent AM operation in Philadelphia area. Send experience, photo and salary required in first letter. Box 66R, BROADCASTING • TELECASTING.

Immediate opening for first phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Okla.

First class engineer wanted immediate'y. Good pay and good working conditions. WBBO and WBBO-FM, Forest City, North Carolina.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Immediate opening, first class radiotelephone operator. 40 hour week. No announcing. State salary requirements. WBML, Macon, Georgia.

Immediate openings for first class transmitter engineers. No announcing. Permanent. Car necessary. Salary $65.00 40 hour week. Write, phone or wire Manager, WCSI, Columbus, Indiana.

Combination engineer-announcer, best conditions and salary, WGTN, Georgetown, South Carolina.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

First phone transmitter operator. WJRI, Lenoir, North Carolina.

Engineer with first class ticket needed immediately. Write, wire or phone collect to Ray Moss, WSSV, Petersburg, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Combination man for brand new 500 watt station. Can make chief in month if qualified. Send tape or disc, photo and resume to WTUS, Tuskegee, Ala.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

We want a copy man who is an experienced radio professional, who cannot only write to sell but whose ideas will spark sales and program department too. Regional independent, smaller Midwest city, solid ownership, fine place to live. Box 969P, BROADCASTING • TELECASTING.

Farm service director—must have degree from Agricultural college. Must have complete farm background. Must be able to build, produce and announce farm shows. Must have personality that will appeal to the farmer. Write Box 8R, BROADCASTING • TELECASTING.

Continuity writer wanted. Immediate opening. Man or woman able to write good selling copy. Ohio ABC affiliate station. Permanent position. Box 18R, BROADCASTING • TELECASTING.

Wanted: Experienced girl for traffic for Rocky Mountain network station. Good climate. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 21R, BROADCASTING • TELECASTING.

Will these Classified Ads Pull?

We'll let Mr. E. C. Page, Consulting Radio Engineer, Washington, D. C., tell you:

"About a month ago, we ran an advertisement in three issues of BROADCASTING • TELECASTING for radio operators and engineers for classified government projects. I thought you would like to know that to date we have 291 responses to your advertisement.

"That little book of yours sure gets around. Replies came from all over the country including Canada and Germany."

Help Wanted (Cont'd)

Wanted: Program director. Copy, traffic, servicing accounts. Unusual opportunity for advancement. Write Box 6R, BROADCASTING • TELECASTING.

ABC Southern outlet needs experienced copywriter. Send photo, recommendations, state salary. Answer to Box 7R, BROADCASTING • TELECASTING.

Copywriter for 250 watter 100 miles from New York. Box 56R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Requires person capable of turning out lots of good clean copy and with pleasing air personality. Above average salary for above average producer. Responsible position in fast moving top rated station. Tell all. Send air check, lots of sample copy and if you think you're TV-genic, a photo. Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Commercial copywriter for 5,000 watt independent. Immediate opening. Contact Bill Whitlock, Station KRES, St. Joseph, Mo. Phone 4-6345.

Experienced commercial copywriter. Michigan 1 kw. WBCK, Battle Creek. Send photo and references.

Experienced girl continuity writer for complete charge copy and some traffic. Send resume, experience, photograph, sample copy. WVSC, Somerset, Pennsylvania.

Television

Salesmen

Wanted: Time salesman for TV Station now operating. Must be capable, self-starter, hard worker, have car. Good salary and commission arrangements for top man. Full details including references first letter. Box 27R, BROADCASTING • TELECASTING.

Technical

Wanted: Year old TV station needs capable chief engineer. RCA equipment. Must take full charge maintenance and operation. Transmitter experience required. Have car. Opening immediate. Full details first letter. Box 29R, BROADCASTING • TELECASTING.

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning September. Experience essential. Chance for graduate work. Box 940P, BROADCASTING • TELECASTING.

Wanted: Program Director for now operating TV station. Minimum two years experience. Accent on film operation. Full details first letter. Box 26R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General Sales Manager. Presently sales manager very successful large independent in highly competitive metropolitan market, long impressive record of results, knows all phases of operations, not a swivel chair director, but a shirt sleeve producer, top connections and references. Incentive must be big. Box 25R, BROADCASTING • TELECASTING.

Desire position as manager or program manager on a small, full-time station. Box 54R, BROADCASTING • TELECASTING.

General manager for five years of station taken from loss position to profit position in first two months. Owner's debt completely paid off, and as result of station sale owners made double profit. Knows thoroughly programming, local and national sales, finance, F.C.C. procedures, engineering, and other aspects of AM and TV operations. Ideal manager for absentee ownership where complete responsibility required. Finest of references. Excellent education, appearance. Draft exempt, 33, married. Minimum $200 week plus percentage. Box 64R, BROADCASTING • TELECASTING.

Manager or sales manager seeks opportunity in Eastern area. Ten years of successful sales and management experience, largely with independents. Outstanding record in development of local and national spot business. Box 67R, BROADCASTING • TELECASTING.

Salesmen

Salesman, copywriter, announcer, professional singer. Strong news. Desire West coast city, larger than thirty-thousand population. Wide educational, musical, travel background. Radio or television. Box 35R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced salesman, ten years experience. Non-high pressure; non-desk jockey. Single; available after September first. Like to work. Please state salary, available room and board. Write direct to: Ed Woodmansee, 860 S. Lincoln Ave., Springfield, Illinois.

Announcers

Announcer, single, draft exempt. Excellent references. South preferred. Box 923P, BROADCASTING • TELECASTING.

Seasoned combination, ace MC, 8 years large and small market experience. Looking for radio station troubled by TV competition or video station interested in local personality show that will command large following. First ticket, married, 29, veteran, exempt. No South. $100. Box 3R, BROADCASTING • TELECASTING.

Announcer-copywriter. 6 years experience in all phases, including program director. Good references. Box 7R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, 7 years announcing experience, good references. Married, prefers position with Midwest affiliate specializing folk music. Now employed, available September 1st. Box 10R, BROADCASTING • TELECASTING.

Experienced announcer. 13 months experience commercial, two years college radio. Can do sports, staff, production, DJ. Single veteran, 30, prefer Midwest location. Box 11R, BROADCASTING • TELECASTING.

Announcer with ticket, four years experience. Presently employed. Veteran. Married. Seeking position with good future, good salary plus talent. Available in September. Box 14R, BROADCASTING • TELECASTING.

Announcer-copywriter. Heavy on newscasting and commercials. DJ, board work, 2 years experience, 3 years college. Tape, photo and references available. Box 15R, BROADCASTING • TELECASTING.

Announcer-disc jockey. Single, 27, veteran. Some experience on New York station. Serious, responsible worker. Willing to travel. Resume available. Box 16R, BROADCASTING • TELECASTING.

Disc jockey, good staff, three years experience, wants Eastern station. Box 19R, BROADCASTING • TELECASTING.

Announcer. Five years experience. News, commercial, DJ, sports, interviews. Newscast, my forte. Recently completed 18 months in Air Force as Public Information Supervisor — all phases. Married. Resonant voice. Audition, details. Box 23R, BROADCASTING • TELECASTING.

All night show wanted by experienced production - minded, music - wise DJ. Pops, jazz, to suit your audience. Deep, pleasant voice, relaxed style. Box 24R, BROADCASTING • TELECASTING.

My audition record is a treat for the ears. Announcer with experience in large metropolitan city. Inquire Box 32R, BROADCASTING • TELECASTING.

Attention Western stations: Announcer, first class license. Three years experience. Desires permanent location. Box 34R, BROADCASTING • TELECASTING.

Manager or assistant-manager position, radio or television, sought by attorney with experience as announcer, newscaster, engineer; major in Air Force communications and electronics; industrious, sober, good organizer. Box 40R, BROADCASTING • TELECASTING.

Announcer - operator. Veteran, draft exempt, single. Disc or details, write Box 43R, BROADCASTING • TELECASTING.

Singing announcer, thoroughly trained and experienced, four years each in vaudeville and radio production and air work. Desire good radio and/or TV. Good references. Box 44R, BROADCASTING • TELECASTING.

Station need a boost? Hire a man with over 10,000 hours experience as staff, acting, PD. 29 years old. Box 45R, BROADCASTING • TELECASTING.

Young Negro announcer desires position with progressive station. Proven seller with 3 popular stations. Available immediately. Box 46R, BROADCASTING • TELECASTING.

Experience covers seven years as radio and television announcer and radio programming including: Play-by-play football and baseball, staff, hillbilly, and pop DJ, newsman, operator, pitchman. Top references. Complete details please. Box 51R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Woman broadcaster. Down to earth commercial radio 4 years. Agency. One. Well rounded experience. Available October first. Prefer New England. Box 58R, BROADCASTING • TELECASTING.

Top all sports play-by-play man, staff, DJ. Immediately. Sixty-five dollars. Wire or write to Box 62R, BROADCASTING • TELECASTING.

Stop! Look! And listen to audition tape sent on request. 19 years radio, 1 year TV. News, MC, DJ. Have produced and announced top radio network shows. Best references. Available immediately. Box 65R, BROADCASTING • TELECASTING.

I want permanent association with top station very large market, any locale. Progressive management seeking thoroughly experienced professional announcer, young, trustworthy, exempt, excel in voice, commercials, news ad-lib, DJ, routine, assume responsibility. Income potential $75. Contact Harvey Murphey 153 Mount Joy Place, New Rochelle, N. Y.

Announcer-operator, first phone, 21, U. S. Army discharge. Wire full particulars: P. O. Box 193, Sebring, Fla.

Technical

Shirtsleeve engineer with degree and 12 years experience is looking around. Box 941P, BROADCASTING • TELECASTING.

Engineer, experienced, draft exempt. Minimum $60. No announcing. Permanent position. Box 966P, BROADCASTING • TELECASTING.

Chief engineer, combination man, thoroughly experienced. Family man. Available immediately. Details first letter. Box 30R, BROADCASTING • TELECASTING.

Reliable, conscientious combination man, now chief, have selling experience, desires job with future—six years experience. Box 33R, BROADCASTING • TELECASTING.

First class radio engineer wants permanent position in Northern state. Four years experience, married, good health, car. Box 41R, BROADCASTING • TELECASTING.

Engineer with first phone. No BC experience. Naval Communications 3½ years (ex CRT). Technician in field and laboratory for past twenty years. Prefer Southeastern states. Available September. Box 42R, BROADCASTING • TELECASTING.

Operator. First class, ten years experience, desires West coast position studio or transmitter. Box 53R, BROADCASTING • TELECASTING.

Experienced engineer, first phone license, 28, single. Walter M. Dahlberg, 502 N. 21st Street, Superior, Wisconsin.

First phone, no station experience. Technical school graduate. D. G. McDonald, 623 West 207th Street, New York 34, N. Y.

Production-Programming, Others

Triple Threat . . . Program director, who can sell, announce and edit news. 7 years experience. College graduate. Family man, 34. Midwest preferred. Box 1R, BROADCASTING • TELECASTING.

Continuity writer. Three years experience writing, directing, producing, and handling top talent on radio programs covering more than 1,900 stations. Resume sent on request. Box 2R, BROADCASTING • TELECASTING.

Young woman copywriter, producer, actress with over ten years radio, television, advertising, theatre experience desires position combining two or more abilities with emphasis on writing. Excellent voice, telegenic, dependable worker. Box 13R, BROADCASTING • TELECASTING.

Young man 29—12 years experience in entertainment biz. Mostly production; interested some engineering. 3 years experience radio, Pacific Northwest. Radio Combo graduate with first phone; also recent graduate TV course. Have no actual TV experience, but have ability. Like to work with pleasant people 'cause pleasant people make work fun! Box 48R, BROADCASTING • TELECASTING.

Efficient girl, assist in radio-TV production, promotion, or similar work allied field. Versatile radio background. Box 55R, BROADCASTING • TELECASTING.

Permanent New England only. PD, continuity, sales, service. Some TV. References. Family man. Personal interview only from August 18th. Write Radio, General Delivery, Athol, Massachusetts.

Situations Wanted (Cont'd)

Television

Technical

Desire TV opportunity. Five years experience in all phases radio. First phone. 32, draft free. Excellent references. Box 9R, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest: 250 w. Unlimited. $6,000 monthly potential. No competition $42,000. Terms. Box 12R, BROADCASTING • TELECASTING.

500 watt daytime station well equipped. Principals only. Box 38R, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $18,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Equipment, etc.

Two 150 foot radio towers. Angle iron construction, winch equipped. Located near Shreveport, La. Box 22R, BROADCASTING • TELECASTING.

Complete mobile unit: 1947 Ford Sedan delivery, radio, heater; 50 watt Link FM transmitter, 110v power supply; Link 1926 receiver, 110v AC; Onan 110v, 60 cycle, 1kw generator, self-starting; Dolittle frequency, modulation monitor; LaFrance siren, red light. Make offer. WBGE, Atlanta, Georgia.

Like new, RCA 69-C noise and distortion meter and RCA 68-B Beat Frequency oscillator. Make offer to Radio Station WMFD, Wilmington, N. C.

Complete equipment for 250 w AM station including 250 w WE transmitter, 150' tower, frequency monitor, modulation monitor, turntables, console. Write or wire WOOK, 8th & Eye Sts., N. W., Washington, D. C.

One 1 kw WE AM transmitter. Price $1,500. Now in operation. May be seen by contacting WOOK, 8th & Eye Sts. N. W., Washington, D. C.

Scott Dynamic Noise Suppressor, Model 910A, perfect condition, $300. WTAD, Quincy, Illinois.

Transmitter, 250 watt, AM, Broadcast, model 4BT20A1 complete with a set of tubes. This transmitter has been completely overhauled, cleaned, tested and refinished. It operates like and has the eye appeal of a new transmitter. The present Xtals are 1490kc. Price $2,950.00 f.o.b., Topeka, Kansas. John O. Costelow Company, Inc.

Wanted to Buy

Stations

Manager and chief engineer want to buy or operate kw or smaller station. Box 5R, BROADCASTING • TELECASTING.

Wanted to purchase by an individual, unopposed radio station. Prefer Midwest or South. Send full particulars together with asking price. Write Box 17R, BROADCASTING • TELECASTING.

Experienced station owner wants 250 or 1,000 watt, S.W. or West coast AM station. Send full details direct to buyer, first letter. Box G. L. % BROADCASTING MAGAZINE, (360 North Michigan Avenue, Chicago, Illinois.)

Equipment, etc.

Approximately 500 foot tower, guyed or self supporting. Please send price and description. Box 850P, BROADCASTING • TELECASTING.

Wanted: One General Electric limiting amplifier, type BA-5-A. Please include price and age in use. Box 6R, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager for new radio station in thriving industrial market; thoroughly experienced, aggressive and capable of sound basic sales organization. Excellent salary guarantee and commission arrangement. Unlimited opportunity for right man. KFMA Broadcasting Co., 415 Perry St., Davenport, Iowa.

Salesmen

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. $100 weekly guarantee. Personal interview required. State age, experience. Box 930P, BROADCASTING • TELECASTING.

Salesman—Wonderful opportunity young, aggressive idea-man, opportunity becoming commercial manager. Well-established, successful, network station Southwest. Third market, however, non-metropolitan. Fine town to make your home, with a sound newspaper-affiliated radio station commanding respect. TV applied for. Interested only in high type, clean, aggressive man. If you fill the bill, we'd like to meet you. Maybe you'd like to learn more about us, too. Box 937P, BROADCASTING • TELECASTING.

Do you like to sell? A fast-moving Pennsylvania indie needs one grade-A go-getter in a small lucrative market. You must be able to produce. Box 4R, BROADCASTING • TELECASTING.

Experienced salesman wanted. Good potential market, liberal commission and draw. KNBR, North Platte, Nebraska.

Opportunities for several young men who want to sell radio time with our fast growing organization. You will work under two skilled salesmanagers who are proven successful radio time salesmen. Our organization is being expanded to include salesmen for our Station WBOK in New Orleans, KAOK in Lake Charles, Louisiana, and we will soon have a station in Baton Rouge. We are also applicants for TV in New Orleans and expect to be the next station on the air. Keen aggressive young men who want to sell, like people, and are anxious to grow with an expanding organization can get in on the ground floor now and make from $400 and up per month provided they are willing to work steadily toward success. We pay a living base salary guaranteed, plus commission and bonus. Wire or write at once. Stanley W. Ray, Jr., WBOK, Inc., 505 Baronne St., New Orleans 12, Louisiana.

Salesman-announcer. Accustomed making calls, daily reports, sales, commission. Exclusive territory, active accounts. WSMI, Litchfield, Illinois.

Salesman-announcer. Fine opportunity for experienced salesman who is good announcer, preferably in early 30's. Seventy-five dollars weekly to start. Write immediately to Ray Moss, Radio Station WSSV, Petersburg, Virginia.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references, first letter. $80/44 hours. Box 900P, BROADCASTING • TELECASTING.

Combination engineer-announcer with emphasis on announcing. Pay commensurate with ability. Desire someone worth $70.00 per week. Iowa daytimer. Box 922P, BROADCASTING • TELECASTING.

Announcer-salesman for 1kw daytimer. Should be strong on sales, good newscaster and able to handle high school and textile sports . . . play-by-play. Send photo, disc or tape, details and references. $100 to $125 weekly earning to start. Permanent position. Box 931P, BROADCASTING • TELECASTING.

Wanted: Two combination announcer-operators. First class ticket. 250 watt network station. Eastern city, 15,000 population. $1.50 per hour with time and a half for overtime. Guaranteed 44 hour week. Send complete information and audition, ET or tape. Opening in near future. Box 964P, BROADCASTING • TELECASTING.

Announcer wanted by established 5kw Wisconsin NBC station which has TV application. Must have at least 2 years experience in DJ and commercial announcing. Prefer someone now employed and interested in advancement from smaller station. Send disc and references to Box 31R, BROADCASTING • TELECASTING.

NBC Southern outlet needs experienced staff announcer able to handle all phases except sports. Send references, picture, disc and state salary. Answer to Box 36R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $86.40 for 40 hours. Leading Northwest independent. Send audition with application. Box 47R, BROADCASTING • TELECASTING.

Opening for competent announcer. Football broadcasting experience desirable but not essential. Successful station Southwestern city under 50,000. Planning TV. Box 50R, BROADCASTING • TELECASTING.

$300 per month to good combination man for evening shift. ABC station, 37 hour week 1½ for all over 40. Box 52R, BROADCASTING • TELECASTING.

Morning announcer, strong on commercials. 500 watt New England independent. Send tape or disc to Box 58R, BROADCASTING • TELECASTING.

Specialty DJ with ticket, single. Amusing, fast flowing ad-lib, clever quips, character voices, "cue-in" gimmicks. Ohio. Box 63R, BROADCASTING • TELECASTING.

Announcer-engineer for kilowatt independent. Must have first class ticket. Announcing accented. Experience not necessary if can handle announcing. Excellent working conditions. Pay on ability. Contact KBOA, Kennett, Mo.

Announcer. General staff work. Permanent. Good working conditions. Progressive network affiliate. Prefer man willing earn advancement. Send full details and audition. Will return audition promptly. KTEM, Temple, Texas.

Immediate opening sports director, experienced in play-by-play. Good salary, moderate hours with progressive small town station. Will also require regular announcing duties. Audition and references required. Call, wire or write Manager, KXAR, Hope, Ark.

Help Wanted (Cont'd)

Announcer-engineer. Must be good announcer. Start $80 a week. Excellent living conditions. KTNM, Tucumcari, N. Mex.

5000 watt fulltime NBC station in city of 15,000 needs capable, experienced announcer to handle regular shift, including some news broadcasts. Would prefer combination man but will take announcer without ticket if he is the right man for the air work. Send audition disc, salary requirements, marital status, picture and short letter relating extent of experience plus references. Absoluely no applications from drunkards or floaters. Would prefer applicants who have worked in or lived in Kansas or adjacent state area. Address application to Ray Beals, KVGB, Great Bend, Kansas.

Engineer-announcer. 1kw station, good conditions. Heavy on announcing. Car necessary. Immediate opening. Reply to Carroll Lee, WANS, Anderson, S. C.

Wanted: Experienced announcer with selling experience. Good salary offered for announcing plus 15% commission on sales. No draw. Southerner preferred. Station WAPF AM-FM, McComb, Miss.

Combo announcer operator. First ticket. Immediate. WGAT, Utica, New York.

Need immediately an excellent all-around announcer. All details in first letter, including salary expected. Rush disc or tape to WHFB, Benton Harbor, Michigan.

Immediate opening for announcer-engineer on 250 watt full time Mutual affiliate, in ideal place to live. Starting salary: $70 for 42 hour week. WPNF, Brevard, N. C.

Wanted immediately. Two combination announcer-engineers. Florida West coast city. Send audition, photo, resume, and salary requirements. WTRL, Bradenton, Florida.

Wanted: Announcer as partner in tape recording business. Must be capable to manage and produce pre-show and intermission tape program for drive-in theatres. $4,500 necessary for ½ interest in the business. Academy Productions, 1171½ N. 21st St., Birmingham, Alabama. Phone 53-5721.

Technical

Engineer. 5kw station in city of half million in Midwest requires engineer with first class license. Salary range $75-$100 per week. Applicant for TV in several cities. Give resume of experience and education. Snapshot appreciated. Box 957P, BROADCASTING • TELECASTING.

Wanted: Two first class ticket holders. Chance to become chief. 250 watt network affiliate. Small Eastern city. $1.30 per hour with time and a half for overtime. Guaranteed 44 hour week. Opening in near future. Complete details first letter. Box 965P, BROADCASTING • TELECASTING.

Wanted: Chief engineer for Rocky Mountain metropolitan market station with immediate television plans. Man we're looking for must be thoroughly experienced in all phases of AM radio construction, installation and maintenance; with a basic general knowledge of television equipment and installation. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 20R, BROADCASTING • TELECASTING.

Wanted: Engineer or engineer-announcer and announcer, at 250 watt east central network affiliate. Also need salesman or announcer-salesman. Rush references, full information. Box 39R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: Engineer with first class phone license. Immediate opening. Box 49R, BROADCASTING • TELECASTING.

Wanted: First class engineer, no experience required. Virginia network station. Reply Box 60R, BROADCASTING • TELECASTING.

Excellent opportunity for conscientious man without experience but with engineering know-how and good voice. New Mexico CBS affiliate. Box 61R, BROADCASTING • TELECASTING.

Chief engineer for independent AM operation in Philadelphia area. Send experience, photo and salary required in first letter. Box 66R, BROADCASTING • TELECASTING.

Immediate opening for first phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Okla.

First class engineer wanted immediately. Good pay and good working conditions. WBBO and WBBO-FM, Forest City, North Carolina.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Immediate opening, first class radiotelephone operator. 40 hour week. No announcing. State salary requirements. WBML, Macon, Georgia.

Immediate openings for first class transmitter engineers. No announcing. Permanent. Car necessary. Salary $65.00 40 hour week. Write, phone or wire Manager, WCSI, Columbus, Indiana.

Combination engineer-announcer, best conditions and salary, WGTN, Georgetown, South Carolina.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

First phone transmitter operator. WJRI, Lenoir, North Carolina.

Engineer with first class ticket needed immediately. Write, wire or phone collect to Ray Moss, WSSV, Petersburg, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Combination man for brand new 500 watt station. Can make chief in month if qualified. Send tape or disc, photo and resume to WTUS, Tuskegee, Ala.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

We want a copy man who is an experienced radio professional, who cannot only write to sell but whose ideas will spark sales and program department too. Regional independent, smaller Midwest city, solid ownership, fine place to live. Box 969P, BROADCASTING • TELECASTING.

Farm service director—must have degree from Agricultural college. Must have complete farm background. Must be able to build, produce and announce farm shows. Must have personality that will appeal to the farmer. Write Box 8R, BROADCASTING • TELECASTING.

Continuity writer wanted. Immediate opening. Man or woman able to write good selling copy. Ohio ABC affiliate station. Permanent position. Box 18R, BROADCASTING • TELECASTING.

Wanted: Experienced girl for traffic for Rocky Mountain network station. Good climate. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 21R, BROADCASTING • TELECASTING.

Will these Classified Ads Pull?

We'll let Mr. E. C. Page, Consulting Radio Engineer, Washington, D. C., tell you:

"About a month ago, we ran an advertisement in three issues of BROADCASTING • TELECASTING for radio operators and engineers for classified government projects. I thought you would like to know that to date we have 291 responses to your advertisement.

"That little book of yours sure gets around. Replies came from all over the country including Canada and Germany."

Help Wanted (Cont'd)

Wanted: Program director. Copy, traffic, servicing accounts. Unusual opportunity for advancement. Write Box 26R, BROADCASTING • TELECASTING.

NBC Southern outlet needs experienced copywriter. Send photo, recommendations, state salary. Answer to Box 37R, BROADCASTING • TELECASTING.

Copywriter for 250 watter 100 miles from New York. Box 56R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Requires person capable of turning out lots of good clean copy and with pleasing air personality. Above average salary for above average producer. Responsible position in fast moving top rated station. Tell all. Send air check, lots of sample copy and if you think you're TV-genic, a photo. Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Commercial copywriter for 5,000 watt independent. Immediate opening. Contact Bill Whitlock, Station KRES, St. Joseph, Mo. Phone 4-6346.

Experienced commercial copywriter. Michigan 1 kw, WBCK, Battle Creek. Send photo and references.

Experienced girl continuity writer for complete charge copy and some traffic. Send resume, experience, photograph, sample copy. WVSC, Somerset, Pennsylvania.

Television

Salesmen

Wanted: Time salesman for TV Station now operating. Must be capable, self-starter, hard worker, have car. Good salary and commission arrangements for top man. Full details including references first letter. Box 27R, BROADCASTING • TELECASTING.

Technical

Wanted: Year old TV station needs capable chief engineer. RCA equipment. Must take full charge maintenance and operation. Transmitter experience required. Have car. Opening immediate. Full details first letter. Box 29R, BROADCASTING • TELECASTING.

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning September. Experience essential. Chance for graduate work. Box 940P, BROADCASTING • TELECASTING.

Wanted: Program Director for now operating TV station. Minimum two years experience. Accent on film operation. Full details first letter. Box 28R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General Sales Manager. Presently sales manager very successful large independent in highly competitive metropolitan market, long impressive record of results, knows all phases of operations, not a swivel chair director, but a shirt sleeve producer, top connections and references. Incentive must be big. Box 25R, BROADCASTING • TELECASTING.

Desire position as manager or program manager on a small, full-time station. Box 54R, BROADCASTING • TELECASTING.

General manager for five years of station taken from loss position to profit position in first two months. Owner's debt completely paid off, and as result of station sale owners made double profit. Knows thoroughly programming, local and national sales, finance, F.C.C. procedures, engineering, and other aspects of AM and TV operations. Ideal manager for absentee ownership where complete responsibility required. Finest of references. Excellent education, appearance. Draft exempt, 33, married. Minimum $200 week plus percentage. Box 64R, BROADCASTING • TELECASTING.

Manager or sales manager seeks opportunity in Eastern area. Ten years of successful sales and management experience, largely with independents. Outstanding record in development of local and national spot business. Box 67R, BROADCASTING • TELECASTING.

Salesmen

Salesman, copywriter, announcer, professional singer. Strong news. Desire West coast city, larger than thirty-thousand population. Wide educational, musical, travel background. Radio or television. Box 35R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced salesman, ten years experience. Non-high pressure; non-desk jockey. Single; available after September first. Like to work. Please state salary, available room and board. Write direct to: Ed Woodmansee, 860 S. Lincoln Ave., Springfield, Illinois.

Announcers

Announcer, single, draft exempt. Excellent references. South preferred. Box 923P, BROADCASTING • TELECASTING.

Seasoned combination, ace MC, 8 years large and small market experience. Looking for radio station troubled by TV competition or video station interested in local personality show that will command large following. First ticket, married, 29, veteran, exempt. No South. $100. Box 3R, BROADCASTING • TELECASTING.

Announcer-copywriter. 6 years experience in all phases; including program director. Good references. Box 7R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, 7 years announcing experience, good references. Married, prefers position with Midwest affiliate specializing folk music. Now employed, available September 1st. Box 10R, BROADCASTING • TELECASTING.

Experienced announcer. 13 months experience commercial, two years college radio. Can do sports, staff, production, DJ. Single veteran, 30, prefer Midwest location. Box 11R, BROADCASTING • TELECASTING.

Announcer with ticket, four years experience. Presently employed. Veteran. Married. Seeking position with good future, good salary plus talent. Available in September. Box 14R, BROADCASTING • TELECASTING.

Announcer-copywriter. Heavy on newscasting and commercials. DJ, board work, 2 years experience, 3 years college. Tape, photo and references available. Box 15R, BROADCASTING • TELECASTING.

Announcer-disc jockey. Single, 27, veteran. Some experience on New York station. Serious, responsible worker. Willing to travel. Resume available. Box 16R, BROADCASTING • TELECASTING.

Disc jockey, good staff, three years experience, wants Eastern station. Box 19R, BROADCASTING • TELECASTING.

Announcer. Five years experience. News, commercial, DJ, sports, interviews. Newscast, my forte. Recently completed 18 months in Air Force as Public Information Supervisor — all phases. Married. Resonant voice. Audition, details. Box 23R, BROADCASTING • TELECASTING.

All night show wanted by experienced production - minded, music - wise DJ. Pops, jazz, to suit your audience. Deep, pleasant voice, relaxed style. Box 24R, BROADCASTING • TELECASTING.

My audition record is a treat for the ears. Announcer with experience in large metropolitan city. Inquire Box 32R, BROADCASTING • TELECASTING.

Attention Western stations: Announcer, first class license. Three years experience. Desires permanent location. Box 34R, BROADCASTING • TELECASTING.

Manager or assistant-manager position, radio or television, sought by attorney with experience as announcer, newscaster, engineer; major in Air Force communications and electronics; industrious, sober, good organizer. Box 40R, BROADCASTING • TELECASTING.

Announcer - operator. Veteran, draft exempt, single. Disc or details, write Box 43R, BROADCASTING • TELECASTING.

Singing announcer, thoroughly trained and experienced, four years each in vaudeville and radio production and air work. Desire good radio and/or TV. Good references. Box 44R, BROADCASTING • TELECASTING.

Station need a boost? Hire a man with over 10,000 hours experience as staff, acting, PD. 29 years old. Box 45R, BROADCASTING • TELECASTING.

Young Negro announcer desires position with progressive station. Proven seller with 3 popular stations. Available immediately. Box 46R, BROADCASTING • TELECASTING.

Experience covers seven years as radio and television announcer and radio programming including: Play-by-play football and baseball, staff, hillbilly, and pop DJ, newsman, operator, pitchman. Top references. Complete details please. Box 51R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Woman broadcaster. Down to earth commercial radio 4 years. Agency. One. Well rounded experience. Available October first. Prefer New England. Box 58R, BROADCASTING • TELECASTING.

Top all sports play-by-play man, staff, DJ. Immediately. Sixty-five dollars. Wire or write to Box 62R, BROADCASTING • TELECASTING.

Stop! Look! And listen to audition tape sent on request. 19 years radio, 1 year TV. News, MC, DJ. Have produced and announced top radio network shows. Best references. Available immediately. Box 65R, BROADCASTING • TELECASTING.

I want permanent association with top station very large market, any locale. Progressive management seeking thoroughly experienced professional announcer, young, trustworthy, exempt, excel in voice, commercials, news ad-lib, DJ, routine, assume responsibility. Income potential $75. Contact Harvey Murphey 153 Mount Joy Place, New Rochelle, N. Y.

Announcer-operator, first phone, 21, U. S. Army discharge. Wire full particulars: P. O. Box 193, Sebring, Fla.

Technical

Shirtsleeve engineer with degree and 12 years experience is looking around. Box 941P, BROADCASTING • TELECASTING.

Engineer, experienced, draft exempt. Minimum $60. No announcing. Permanent position. Box 966P, BROADCASTING • TELECASTING.

Chief engineer, combination man, thoroughly experienced. Family man. Available immediately. Details first letter. Box 30R, BROADCASTING • TELECASTING.

Reliable, conscientious combination man, now chief, have selling experience, desires job with future—six years experience. Box 33R, BROADCASTING • TELECASTING.

First class radio engineer wants permanent position in Northern state. Four years experience, married, good health, car. Box 41R, BROADCASTING • TELECASTING.

Engineer with first phone. No BC experience. Naval Communications 3½ years (ex CRT). Technician in field and laboratory for past twenty years. Prefer Southeastern states. Available September. Box 42R, BROADCASTING • TELECASTING.

Operator. First class, ten years experience, desires West coast position studio or transmitter. Box 53R, BROADCASTING • TELECASTING.

Experienced engineer, first phone license, 28, single. Walter M. Dahlberg, 502 N. 21st Street, Superior, Wisconsin.

First phone, no station experience. Technical school graduate. D. G. McDonald, 623 West 207th Street, New York 34, N. Y.

Production-Programming, Others

Triple Threat . . . Program director, who can sell, announce and edit news. 7 years experience. College graduate. Family man, 34. Midwest preferred. Box 1R, BROADCASTING • TELECASTING.

Continuity writer. Three years experience writing, directing, producing, and handling top talent on radio programs covering more than 1,900 stations. Resume sent on request. Box 2R, BROADCASTING • TELECASTING.

Young woman copywriter, producer, actress with over ten years radio, television, advertising, theatre experience desires position combining two or more abilities with emphasis on writing. Excellent voice, telegenic, dependable worker. Box 13R, BROADCASTING • TELECASTING.

Young man 29—12 years experience in entertainment biz. Mostly production; interested some engineering. 3 years experience radio, Pacific Northwest. Radio Combo graduate with first phone; also recent graduate TV course. Have no actual TV experience, but have ability. Like to work with pleasant people 'cause pleasant people make work fun! Box 48R, BROADCASTING • TELECASTING.

Efficient girl, assist in radio-TV production, promotion, or similar work allied field. Versatile radio background. Box 55R, BROADCASTING • TELECASTING.

Permanent New England only. PD, continuity, sales, service. Some TV. References. Family man. Personal interview only from August 18th. Write Radio, General Delivery, Athol, Massachusetts.

Situations Wanted (Cont'd)

Television

Technical

Desire TV opportunity. Five years experience in all phases radio. First phone. 32, draft free. Excellent references. Box 9R, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest: 250 w. Unlimited. $6,000 monthly potential. No competition $42,000. Terms. Box 12R, BROADCASTING • TELECASTING.

500 watt daytime station well equipped. Principals only. Box 38R, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $18,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Equipment, etc.

Two 150 foot radio towers. Angle iron construction, winch equipped. Located near Shreveport, La. Box 22R, BROADCASTING • TELECASTING.

Complete mobile unit: 1947 Ford Sedan delivery, radio, heater; 50 watt Link FM transmitter, 110v power supply; Link 1926 receiver, 110v AC; Onan 110v, 60 cycle, 1kw generator, self-starting; Dolittle frequency, modulation monitor; LaFrance siren, red light. Make offer. WBGE, Atlanta, Georgia.

Like new, RCA 69-C noise and distortion meter and RCA 68-B Beat Frequency oscillator. Make offer to Radio Station WMFD, Wilmington, N. C.

Complete equipment for 250 w AM station including 250 w WE transmitter, 150' tower, frequency monitor, modulation monitor, turntables, console. Write or wire WOOK, 8th & Eye Sts., N. W., Washington, D. C.

One 1 kw WE AM transmitter. Price $1,500. Now in operation. May be seen by contacting WOOK, 8th & Eye Sts., N. W., Washington, D. C.

Scott Dynamic Noise Suppressor, Model 910A, perfect condition, $300. WTAD, Quincy, Illinois.

Transmitter, 250 watt, AM, Broadcast, model 4BT20A1 complete with a set of tubes. This transmitter has been completely overhauled, cleaned, tested and refinished. It operates like and has the eye appeal of a new transmitter. The present Xtals are 1490kc. Price $2,950.00 f.o.b., Topeka, Kansas. John O. Costelow Company, Inc.

Wanted to Buy

Stations

Manager and chief engineer want to buy or operate kw or smaller station. Box 5R, BROADCASTING • TELECASTING.

Wanted to purchase by an individual, unopposed radio station. Prefer Midwest or South. Send full particulars together with asking price. Write Box 17R, BROADCASTING • TELECASTING.

Experienced station owner wants 250 or 1,000 watt, S.W. or West coast AM station. Send full details direct to buyer, first letter. Box G. L. % BROADCASTING MAGAZINE, (360 North Michigan Avenue, Chicago, Illinois.)

Equipment, etc.

Approximately 500 foot tower, guyed or self supporting. Please send price and description. Box 850P, BROADCASTING • TELECASTING.

Wanted: One General Electric limiting amplifier, type BA-5-A. Please include price and age in use. Box 6R, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Announcers

Two Experienced
ANNOUNCER-ENGINEERS
First ticket, $75.00, 40 hours week, hospitalization paid, good working conditions. Start September 1st.
KGAR
Garden City, Kansas

Production-Programming, Others

I want a young radio promotion-happy guy who is prolific with ideas, but they gotta be good. Here is an opportunity for a big thrill doing big things with a great midwestern station. Address Box 909P, BROADCASTING • TELECASTING.

Television

Managerial

TV SALES MANAGER

Rare opportunity as sales manager for one of the country's outstanding television stations. Basic network affiliate and a good market. Will be responsible for local, regional and national business. BOX 971P, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

ANNOUNCER

Excellent background of many years in all phases of radio, currently in top market, desires program directorship in small market. Box 57R, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

N.Y. FILM PLAN

Stations, Theatres Link

WNBC and WNBT (TV) New York and the Motion Picture Industry Committee of Greater New York, representing some 30 chains and theatres in the metropolitan New York area, are working out final details of a tie-up whereby each will promote the feature attractions of the other. The plan is scheduled to start early in September.

The stations will offer listings of movie attractions in the New York area on such programs as the Skitch Henderson, Morey Amsterdam and Herb Sheldon shows. In return, the exhibitors will promote WNBC-WNBT programs and stars via movie trailers, lobby displays and in mailings to movie patrons.

Another WNBC contribution will be a weekly *Hollywood, U. S. A.*, variety show, to start Sept. 15, featuring recorded movie music, taped interviews with stars and local movie listings. WNBC is also planning a series on the men behind the movie industry.

The promotion was conceived by Ted Cott, WNBC-WNBT manager, and is reported to be the first step in the stations' overall plan to support certain major industries in the New York area with special programming and exploitation tie-ups. Other promotions are reported for the tobacco, drugs, men's clothing, travel agency and automotive industries.

Duane Jones Suit

ORAL ARGUMENTS were presented Tuesday in the U. S. District Court for the Southern District of New York on a motion to dismiss the $3,150,000 slander suit against Duane Jones, president of Duane Jones & Co. Judge Sidney Sugarman will study the arguments from opposing attorneys and is expected to hand down a decision within the next few weeks. Nine of Mr. Jones' former employes, most of them now with Scheideler, Beck & Werner, filed the suit on June 4 [B•T, July 14].

Trial Balloon?

PRICE Stabilizer Ellis Arnall is becoming "exclusive" in his comments these days, judging by releases from the OPS. Two statements, four days apart, were prepared for the *Mutual Newsreel*, aired nightly on MBS, and UP-Movietone Television News. Mr. Arnall used these media to warn consumers of the rising cost of living and mounting food costs. The OPS director then suggested to President Truman that he call Congress back in session to act on economic controls. President Truman later said he would consider such a move.

HADACOL PLANS

Promotion Drive Readied

PROMOTION plans designed to "send consumers into retail stores in volume" are being formed for Hadacol, Harry B. Goldsmith, president of LeBlanc Corp., Lafayette, La., has informed wholesale and chain druggists. Mr. Goldsmith, for some years president of Grove Labs., assumed the presidency last month [B•T, July 21].

In his letter to the trade, Mr. Goldsmith reminded he "was successful in rebuilding Grove Labs. to a dominant position" and has since been in drug consultant work. "Hadacol can be maintained at a substantial and profitable sales level," he continued. "No product in the drug trade has enjoyed such tremedous publicity — certainly there was never another product to become such a sensational seller in so short a period of time. And certainly, the product both formula-wise and consumer appeal-wise is basically sound."

A relatively quiet market factor since litigation and bankruptcy proceedings entered the Hadacol picture last year, the product may be promoted by a spot radio campaign, it is believed, though the new management is said to have little promotion money available at this time.

FCC REINSTATES

Calif. Proposed Grant

AN AUGUST 1950 initial decision looking toward grant of a new AM station on 1450 kc at Escondido, Calif., and to deny a competitive bid at Oceanside, Calif., later set aside by FCC, was reinstated by the Commission last week in a memorandum opinion and order which also called for oral argument of the case at a date yet to be specified.

The prospective grantee is Balboa Radio Corp., which was favored for the 250-w fulltime assignment by Hearing Examiner Elizabeth C. Smith on the basis of Sec. 307(b) of the Communications Act (fair distribution of services among various communities). Proposed to be denied is the competitive application of Oceanside Broadcasting Co., Oceanside. The examiner also concluded the latter had "failed to demonstrate sufficient fitness to justify a grant," the memorandum opinion stated.

The original initial decision further had recommended grant of the application of Centinela Valley Broadcasting Co. for 250 w fulltime on 1450 kc at Inglewood, Calif., and denial of the bid of Crescent Bay Broadcasting Co. for 250 w daytime on 1460 kc at Santa Monica, Calif.

In October 1951, FCC issued a memorandum opinion making final the August 1950 initial decision's denial of the Crescent Bay application, but set aside the initial ruling in all other respects. The case was remanded to the examiner to determine whether the proposed Inglewood outlet would constitute an air navigation hazard and more particularly, cause interference to KALI Pasadena, Calif.

The Inglewood application, however, was dismissed by Centinela Valley Broadcasting in June, thus leaving open the way to reinstate the original initial decision relating to the Escondido and Oceanside applications.

ADAM Hat Stores Inc., N. Y., has presented its Adam Gold Hat award to Stan Lomax, veteran WOR-AM-TV New York sportscaster, in honor of his 29 years as a sports commentator.

Southwest
Growing Independent
$100,000.00

A fulltime independent located in one of the fastest growing Southwestern major markets. Gross and net are steadily increasing. A 75% controlling interest is available in this property for $75,000.00. Liberal financing can be arranged.

Appraisals • Negotiations • Financing

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STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

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Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*

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AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

FCC Actions

(Continued from page 99)

date originally specified.

Modification of CP

WOOW New Bern, N. C.—Mod. CP, which authorized new AM for approval of ant., trans. and main studio location as Glenn Burnnie Park, New Bern, N. C.

Change Transmitter Location

WBAC Cleveland, Tenn. — CP to change trans. location from Chattanooga Highway, approx. 1/4 mi. from city limits, Cleveland, Tenn., to approx. 0.18 mi. north of 17th St., N. W. and intersection of Mouse Creek, Cleveland, Tenn.

Renewal of License

WCHO Washington Court House, Ohio—Request renewal of license.

License for CP

WFUM (FM) Flint, Mich.—License for CP which authorized new noncommercial FM.

TENDERED FOR FILING

Replace Expired CP

WHVF Wausau, Wis.—CP to replace expired CP on 1230 kc 250 w unl.

August 13 Decisions . . .

BY COMMISSION EN BANC

Advised of Hearing

Latrobe Bcstrs., Latrobe, Pa.—Advised that application for new AM to operate on 1480 kc 500 w-D, raises engineering questions which indicate necessity of hearing.

William O. Barry, Lebanon, Tenn.—Advised that application for new AM to operate on 1340 kc 100 w unl. would cause interference to WKRM Columbia, Tenn., and indicates necessity of hearing.

WDAS Philadelphia—Advised that application to change frequency from 1400 kc to 1480 kc and increase power from 250 w to 1 kw is mutually exclusive with application of Penn Jersey Bcstg. Co. for new station at Bristol, Pa., and also involves engineering problems which indicate necessity of consolidated hearing.

Modification of CP

KGNO Dodge City, Kan.—Granted mod. CP to operate daytime with nondirectional ant.; engineering conditions.

Change Studio Location

WCMB Rossmoyne Corp., Lemoyne, Pa.—Granted mod. license to change station location from Lemoyne to Harrisburg-Lemoyne. Involves no change in trans. location.

Request Denied

WMAM Marinette, Wis.—Denied request to reconsider assignment of call letters WMAW to Green Bay Bcstg. Co., Menominee, Mich., since Commission sees no likelihood of confusion in use of call letters WMAM and WMAW in separate places.

To Remain Silent

WGNR New Rochelle, N. Y.—Granted request to remain silent for 60 days from Aug. 11, pending financial reorganization.

Extension of Authority

NBC New York—Granted extension of authority, pursuant to sec. 1.327 of rules, to furnish program recordings from network studios to Canadian stations. Applicant's current authorization, which expires Sept. 15 concerns recordings largely from New York studios; it will now add Camden, Chicago, Hollywood and other network points. NBC domestic programs are recorded and sent by mail, air and express to Canadian subscriber stations.

Change DA System

WARM Scranton, Pa.—Granted mod. CP to make changes in DA.

Extend STA

WSAI-FM Cincinnati, Ohio—Extended STA for remote control operation from trans. site of WSAI-AM until Feb. 13, 1953, under original conditions.

WPAM-FM Pottsville, Pa.—Extended STA for remote control operation from trans. site of WPAM-AM until March 1, 1953, under same conditions.

August 14 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WVOK Birmingham, Ala. — CP to make changes in ant. system and increase height of southwest tower.

AM—1140kc

WITA San Juan, Puerto Rico—CP to change from 1400 kc 250 w to 1140 kc 500 w-N, 1 kw-D; install new trans.; change trans. location from Insular Highway 2, 3.48 mi. SW of Santurce, P. R., to Catano-Baymon Rd., 2 mi. SW of Catano, P. R.

Renewal of License

WJMS Ironwood, Mich.; WHKC Columbus, Ohio; WBBW Youngstown, Ohio.

License for CP

WFIU (FM) Bloomington, Ind.—License for CP which authorized new FM.

WGAR-FM Cleveland—License for CP, as modified, which authorized new FM.

TENDERED FOR FILING

AM—860kc

KIFN Phoenix, Ariz.—CP to increase power from 250 w to 1 kw.

August 14 Decisions . . .

BY COMMISSION EN BANC

Advised of Hearing

Northwest Television & Bcstg. Co., Portland, Ore.—Advised that application for commercial TV station to operate on Ch. 12 is mutually exclusive with those of Oregon Television Inc. and Columbia Empire Telecasters Inc. and indicates necessity of a consolidated hearing therewith.

Sacramento Bcstrs. Inc., Maria Helen Alvarez, Sacramento, Calif.—Advised that applications for commercial TV stations to operate on Ch. 40 are mutually exclusive and indicate necessity of consolidated hearing.

Electric City Telecasting Co., Scranton, Pa.—Advised that applications for TV stations to operate on Ch. 16 are mutually exclusive and indicate necessity of consolidated hearing.

John Poole Bcstg. Co., Sacramento, Calif.—Advised that applications for commercial TV stations to operate on Ch. 46 are mutually exclusive and indicate necessity of consolidated hearing.

Petition Denied

Eastern Bcstg. Corp., Newport News, Va.—By memorandum opinion and order, denied petition for reconsideration of Commission's Sixth Report and Order and assign Ch. 33 to Newport News or assign that channel to Norfolk, Portsmouth and Newport News individually, and grant further relief.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH AUG. 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	120	322	211
FM Stations	635	582	72	19	8
TV Stations	109	97	47	755*	102

*** Filed since April 14.**

(Also see Actions of the FCC, Page 98)

For Television Grants and Applications, See Page 74.

Non-Docket Actions . . .

AM GRANTS

Hot Springs, Ark.—Hot Springs Bcstg. Co. Granted 1270 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost $19,355, first year operating cost $34,000, revenue $55,000. Principals include Walter Y. Cleveland (51%), owner of Koolvent Aluminum Awning Co., Fort Smith, Ark., and Robert L. Harrison (49%), manager and 10% owner of KCRV Carathersville, Mo. Filed July 20, 1951; granted Aug. 13, 1952.

Hot Springs, Ark. — National Park Bcstg. Co. Granted 1470 kc, 1 kw daytime, antenna 185 ft.; engineering condition. Estimated construction cost $14,200, first year operating cost $17,000, revenue $35,000. Principals include Herman H. Wommack Jr. (51%), president and 51% owner of KALT Atlanta, Tex., and Robert S. Bieloh (49%), commercial manager and 25% owner of KALT. Filed July 9, 1951; granted Aug. 13, 1952.

Calhoun, Ga.—Gordon County Bcstg. Co. Granted 900 kc, 1 kw daytime, antenna 250 ft.; engineering condition. Estimated construction cost $13,896, first year operating cost $36,000, revenue $48,000. Principals include President R. R. Magill (51%), chief engineer and assistant manager of WRLD-AM-FM West Point, Ga.; Vice President Dr. Wallace L. Brazemore (30%), physician, Macon, Ga.; Treasurer Duncan Brazemore (10%), student at Stanford U. and 50% owner of gasoline service station, and Secretary Jewyl D. Magill (9%), housewife. Filed July 2, 1951; granted Aug. 13, 1952.

Griffin, Ga.—Griffin Bcstg. System. Granted 1320 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost $17,085, first year operating cost $36,000, revenue $42,000. Sole owner of applicant is Robert H. Thompson Sr., 50% owner and general manager of WWNS Statesboro, Ga. Filed July 26, 1951; granted Aug. 13, 1952.

Newton, Kan.—George Basil Anderson. Granted 950 kc, 500 w daytime, antenna 240 ft.; engineering condition. Estimated construction cost $13,813, first year operating cost $34,500, revenue $51,000. George Basil Anderson, applicant, is owner of KJSK-AM-FM Columbus, Neb., KJAN Atlantic, Iowa, and applicant for new AM station in Rockford, Ill. Filed July 26, 1951; granted Aug. 13, 1952.

Hazlehurst, Miss. — Southwestern Bcstg. Co. of Mississippi. Granted 1220 kc, 250 w daytime, antenna 200 ft. Estimated construction cost $9,694, first year operating cost $18,000, revenue $24,000. Principals include equal (1/4) partners Louis Alford, Phillip D. Brady and Albert Mack Smith; they own WAPF McComb, Miss., and WGIC Centerville, Miss. In addition, they are applicants for new TV station in McComb, Miss. (see TV Applications, this issue), new AM station in Hazlehurst, Miss., and new FM station in McComb. Filed July 10, 1951; granted Aug. 13, 1952.

Grand Island, Neb. — Grand Island Bcstg. Co. Granted 1430 kc, 1 kw fulltime, DA-N; engineering conditions. Estimated construction cost $41,334, first year operating cost $72,000, revenue $96,000. Principals include Wick M. Heath (20%), with KMMJ Grand Island from 1939 to 1951 (general manager from 1941 to 1951 and vice president from 1950 to 1951); Robert L. Lester (10%), livestock commission business, 50% owner of Bachman & Lester (operators of stockyards); Wilbur J. Bachman (10%), livestock commission business, 50% owner of Bachman & Lester; Jake Grasnick (20%), 35% owner of Grand Island Baking Co.; Walter E. Siebert (20%), assistant cashier at First National Bank of Grand Island, and Samuel N. Wolback (20%), vice president of First National Bank of Grand Island. Filed June 29, 1951; granted Aug. 13, 1952.

Woonsocket, R. I.—Friendly Bcstg. Co. Granted 1380 kc, 1 kw daytime,

(Continued on page 104)

Do You Qualify

FOR ONE OF TV'S TOPMOST STATION PROGRAMMING JOBS?

If you do, a key network-owned TV station offers you the kind of opportunity that comes few and far between.

You will be program director, with responsibility for creating and developing the station's local programming . . . and with the chance of having your work seen for possible nation-wide expansion.

To qualify, you must be fully capable of planning programming policy. You must be able to create shows that stand on their ideas, ingenuity, warmth and honesty rather than on high budgets alone or production cliches.

You should now be program director of a TV or radio station or member of an advertising agency production staff . . . or a program packager or successful free-lancer with previous experience in TV or radio station programming.

If you feel you qualify, please write telling us not only what you've done, but what you'd *like* to do. Good salary for the right man. Replies will be held in strictest confidence.

Box 973P,
BROADCASTING • TELECASTING.

FCC Roundup

(Continued from page 103)

antenna 200 ft.; engineering condition. Estimated construction cost $12,305, first year operating cost $21,271, revenue $25,000. Principals include General Manager Raymond A. Mailloux (47.5%), manager of J. C. Mailloux & Sons (furniture); Program Director Jack C. Salera (47.5%), mail carrier for U. S. Government Post Office Dept., and Executive Secretary Roger A. Nault (5%), part time salesman for J. C. Mailloux & Sons. Filed May 15, 1951; granted Aug. 13, 1952.

Bishopville, S. C.—Lee County Bcstg. Co. Granted 1380 kc, 1 kw daytime; engineering condition. Estimated construction cost $16,275, first year operating cost $24,000, revenue $36,000. Principals include H. L. Ginsberg (20%), owner of ladies' ready-to-wear shop; W. G. DesChamps Jr. (20%), president and 50% owner of Bishopville Petroleum Co.; J. L. DuBose (20%), president and 50% owner of McLeod Pharmacy; G. H. McElveen (20%), partner and 50% owner of DuBose Drug Co., and Thurston Webb (20%), owner and manager of DesChamps & Webb Cotton Co. (cotton product processing). All principals are Bishopville businessmen. Filed July 25, 1951; granted Aug. 13, 1952.

Newport, Va.—Memphremagog Bcstg. Co. Granted 1490 kc, 250 w fulltime, antenna 164 ft.; engineering conditions. Estimated construction cost $13,106, first year operating cost $40,000, revenue $50,000. Principals include President and Treasurer E. Dean Finney (4.56%), 46.1% owner WTWN St. Johnsbury, Vt.; Vice President Richard M. Adams (3.06%), 4.4% owner WTWN; Twin State Bcstrs. Inc. (45.6%), licensee of WTWN; Roland E. Royer (12.1%), manager Red Wing Pavilion Derby; Marie A. Albinus (7.6%), 4.4% owner WTWN; Margaret Stark (7.6%), 8.8% owner WTWN; J. Gordon Keyworth (4.5%), ⅓ owner WMNB North Adams, Mass., and 30 other Vermont residents and companies. Filed Aug. 13, 1951; granted Aug. 13, 1952.

FM GRANTS

Newnan, Ga.—Newnan Bcstg. Co., granted 96.7 mc (Ch. 244), ERP 330 w, antenna height above average terrain 240 ft.; engineering condition. Estimated construction and operating cost not indicated. Grantee is licensee of WCOH Newnan. Granted Aug. 13.

High Point, N. C.—North State Bcstg. Co., granted 100.3 mc (Ch. 262), ERP 3.2 kw, antenna height above average terrain 195 ft.; engineering condition. Estimated construction cost $5,435, first year operating cost $3,000, revenue $3,000. Principal owner is R. Glenn Hendrix & Sons Inc. (75%), representatives for Lincoln Industries, Burton Upholstering Co., Bur-Mon Upholstery Co., and others. Applicant also seeks new AM station for High Point [FCC Roundup, April 28]. Granted Aug. 13.

TRANSFER GRANTS

KNBY Newport, Ark.—Granted acquisition of control by Harold L. Sudbury, Gladys Benson Sudbury and Graham Sudbury from Charles William Craft and Mary M. Craft through transfer of 50% interest for $25,000. The Sudbury's already have 50% interest, so grant gives them sole ownership of station. Harold L. Sudbury is sole owner of KLCN Blytheville, Ark., and is secretary and owner of 180 shares out of 400 shares in KNBY Newport, Ark. Granted Aug. 13.

KAFP Petaluma, Calif.—Granted assignment of license from Petaluma Bcstrs. to S. W. Warner and E. N. Warner, d/b as Warner Bros., for $35,000. Warner Bros. owns KWBR Oakland, Calif., and was licensee of KGSF (FM) which was sold last April. Granted Aug. 13.

KGLN Glenwood Springs, Col.—Granted assignment of license from R. G. Howell, individually and as executor of estate of Charles Howell, deceased, to Rex G. Howell to effect settlement of estate. Mr. Howell was 50% owner of KGLN and his father owned 50%; under terms of his father's will, Mr. Howell assumes control of the other 50% of station. No monetary consideration. Granted Aug. 13.

WROD Daytona Beach, Fla.—Granted transfer of control to E. J. Sperry and Josephine T. Sperry through acquisition of 50% of WROD for $54,000. The Sperrys already own 50% of station, so grant gives them sole ownership of station. Granted Aug. 13.

KWCR Cedar Rapids, Iowa—Granted transfer of control from William J. Barron, et al. to J. H. Markel (40%) S. J. Wittman (40%) and Allen H. Embury (20%) for $48,000. Mr. Markel is former president of WTRW Two Rivers, Wis.; Mr. Wittman is owner of Wittman Flying Service and manager of Winnebago County Airport, and Mr. Embury is owner of 65 out of 2,500 shares of common voting stock of WTRW and general manager of WOSH-AM-FM Oshkosh. Granted Aug. 13.

WKLX Lexington, Ky. — Granted transfer of control from Fayette Bcstg. Co. to Central Kentucky Bcstg. Co. through transfer of 850 outstanding shares of stock (100%) for $70,000. Central Kentucky Bcstg. Co. is licensee of WLEX Lexington, license of which will be surrendered to FCC. Granted Aug. 7.

WLEW Bad Axe, Mich., and WHLS Port Huron, Mich.—Granted assignment of license from Harmon LeRoy Stevens and Herman LeRoy Stevens, equal partners d/b as Port Huron Bcstg. Co., to the Messrs. Stevens and new partner John F. Wismer, who is joining as equal partner, reducing the Messrs. Stevens' interest to ⅓ interest. Mr. Wismer is general manager of WHLS and WLEW. Granted Aug. 7.

KCLV Clovis, N. M.—Granted assignment of license from Wallace Simpson and H. S. Boles to Mr. Simpson through Mr. Boles' sale of his 50% interest for $6,000. Granted July 31.

WHVA (FM) Poughkeepsie, N. Y.—Granted assignment of license to Rural Radio Network Inc. from Poughkeepsie Newspapers Inc. Rural Radio Network Inc. will assume operation of station and pay assignor annual rent of $3,000. Rural Radio Network Inc. owns and operates WFNF (FM) Wethersfield, N. Y., WVBT Bristol Center, N. Y., WVCN DeRuyter, N. Y., and WVCV Cherry Valley, N. Y. Granted July 31.

KOIN Portland, Ore.—Granted assignment of license from KOIN Inc. to Mt. Hood Radio & Television Bcstg. Corp. for $700,000. Principals in assignee include Chairman of the Board Theodore R. Gamble (43.5%), vice president and 20% owner of KLZ Denver, 49% owner of KCMJ Palm Springs, Calif.; President C. Howard Lane (8%), vice president of WJJD Chicago, president and treasurer of Functional Music Inc., Chicago, and president of KFBI Wichita; Vice President Ralph E. Stolkin (21.75%), 25% owner and vice president of National Video Corp. (TV tube mfrs.), Chicago, 25% owner and vice president of Navidico Inc. (TV tube distributor and salvager), Chicago, 12½% owner and president of Screen Assoc. Inc. (producer of theatre and TV films); Vice President Edward G. Burke Jr. (10.875%), equal partner in Ryan, Hayes & Burke (oil operators), San Antonio, Tex., same (⅓) interest in oil and gas firm in San Antonio, minority owner of Screen Assoc. Inc., 15% owner of KXOB Stockton, Calif., and vice president and 10.875% owner of Mt. Rainier Radio & Television Bcstg. Corp., and Sherrill C. Corwin (10.875%), president and sole owner of Corwin Theatre Corp., Los Angeles, and interested in several other theater enterprises. Granted Aug. 13.

WKDK Newberry, S. C.—Granted relinquishment of negative control to James F. Coggins and Fred V. Lester from C. A. Kaufman and Tilla W. Kaufman for $13,600. Mr. Coggins is vice president and general manager of WKDK and Mr. Lester is secretary-treasurer of WKDK. Granted July 31.

KRBC Abilene, Tex.—Granted transfer of control from T. J. McMahon, Bruce Meador and Conway C. Craig, executors of estate of M. Bernard Hanks, deceased, to Eva May Hanks to effect settlement of estate. No monetary consideration. Granted July 31.

WSSV Petersburg, Va. — Granted acquisition of control by Louise H. Peterson from Lenore D. Weiland, Nathaniel J. Klein and Edward Mercer, co-administrators of estate of Jonas Weiland, deceased, for $40,000. Mr. Peterson is president of WNOR Norfolk and already owns 96 out of 102 shares of common voting stock in WSSV. Granted Aug. 13.

KFDR Grand Coulee, Wash.—Granted assignment of license from Grand Coulee Bcstg. Co. to Columbia River Bcstrs. Inc. for $24,000. Principals in assignee include: President and General Manager J. W. England (33⅓%), commercial manager of KBRC Mount Vernon, Wash.; Vice President and Sales Manager Ward Beecher (33⅓%), time salesman for KRSC Seattle, and Secretary Ernest G. Biggs (33⅓%), manager and ⅓ owner of Evergreen Hosiery Co., Seattle. Granted Aug. 7.

KJR Seattle—Granted assignment of license from Totem Bcstrs. Inc. to Mt. Rainier Radio & Television Bcstg. Corp. for $800,000. Principals in assignee are identical to those of Mt. Hood Radio & Television Bcstg. Corp. (KOIN Portland) above, except that C. Howard Lane is 10% owner in this instance and Sherrill C. Corwin is a vice president in this instance. Granted Aug. 13.

WRJN-AM-FM Racine, Wis.—Granted assignment of license from First National Bank & Trust Co. of Racine, as executors under will of Frank R. Starbuck, deceased, and Harry R. LePoidevin, to The Journal-Times Co., through transfer of 197 shares of stock out of 200 shares for $157,600. Transfer will produce no new elements of control but will recognize interest of the Starbuck family in its control of The Journal-Times Co. and the Racine Bcstg. Corp., WRJN-AM-FM licensee. Granted Aug. 13.

JUNE-JULY FCC BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of June 30—			—As of July 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,420	648	102	2,451	645	130
Total on the air	2,355	629	108	2,356	627	109
Licensed (all on air)	2,333	582	96	2,338	584	96
Construction permits	87	66	12	113	61	34
Total applications pending	997	165	854	936	156	951
Total applications in hearing	210	7	8	210	7	8
Requests for new stations	323	9	716	300	12	838
Requests to change existing facilities	214	29	73	206	30	56
Deletion of licensed stations	1	2	0	1	5	0
Deletion of construction permits	3	0	0	0	2	0

New Applications . . .

AM APPLICATIONS

Warren, Ark.—Pines Bcstg. Co., 860 kc, 250 w daytime; antenna 250 ft. Estimated construction cost $24,000, first year operating cost $25,000, revenue $40,000. Principals include Paul Fisher (50%), teacher and steward for Arkansas Polytechnic College, and John G. Rye (50%), attorney. Filed July 29.

Harvard, Ill.—Esther Blodgett, 1600 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $21,500, first year operating cost $45,000, revenue $60,000. Esther Blodgett, applicant, is independent producer of radio programs. Filed Aug. 14.

Winchester, Ky.—Marvin I. Thompson, 1380 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $12,700, first year operating cost $40,000, revenue $48,000. Marvin I. Thompson, applicant, is 50% owner of WIBK Knoxville. Filed Aug. 14.

Medford, Ore.—Medford Bcstg. Co., 1540 kc, 1 kw fulltime; antenna 200 ft. Estimated construction cost $42,750, first year operating cost $65,000, revenue $72,000. Principals include Clarence E. Wilson (50%) and P. D. Jackson (50%). Applicants are licensee of KPUY Pullallup, Wash., KWCO Chickasha, Okla., and applicant for new TV station in Oklahoma City, Okla. (TV Applications, B-T, June 30). Filed Aug. 13.

Pittston, Pa.—Midway Bcstg. Co., 1540 kc, 1 kw daytime; antenna 190 ft. Estimated construction cost $23,850, first year operating cost $40,000, revenue $60,000. Principals include President Angelo Fiorani (50%), 50% owner of Fiorani Radio Productions (radio advertising and production of radio programs), Scranton, Pa.; Treasurer Rose Fiorani (50%), 50% owner of Fiorani Radio Productions, and Secretary Rosemary Fiorani, program director of Fiorani Radio Productions. Filed July 31.

Falfurrias, Tex.—Ben L. Parker, 940 kc, 500 w daytime; antenna 235 ft. Estimated construction cost $15,010, first year operating cost $40,250, revenue $51,000. Ben L. Parker, applicant, is 50% owner of KBOP Pleasanton, Tex. Filed Aug. 14.

Kenedy, Tex.—Kenedy Bcstg. Co. Ltd., 990 kc, 250 w daytime. Estimated construction cost $19,897, first year operating cost $25,000, revenue $25,000. Equal (½) partners include Charles F. Harris, owner of Audio Engineering (retail electronics equipment dealer), and former vice president and general manager of KCOR San Antonio, Tex.; Stanley F. Nelson, production manager at KITE San Antonio, and Charles W. Balthrope, licensee of KITE and applicant for new AM station in Corpus Christi, Tex. Filed Aug. 13.

TRANSFER REQUESTS

KCRT Trinidad, Col.—Assignment of license from Mel-Bert Bcstg. Co. to KCRT Inc. Earnest M. Cooper, who has 50% interest, will have 60% interest upon approval of transfer; new stockholders will be Cal Perley (20%), former general manager of KLEE Houston, Tex., and Alva B. Adams Jr. (20%), president of Holmes Hardware Co. and Holmes Realty Co. Messrs. Cooper, Perley and Adams pay Rembert O. Coyle, retiring 50% stockholder, $20,000 for his interest. Filed August 5.

WRDW Augusta, Ga.—Transfer negative control from Ernest D. Black (25%) and Emmett G. McKenzie (25%) to Grover C. Maxwell (25%) and Harry W. Jernigan (25%) for $110,000 (Messrs. Maxwell and Jernigan each pay $55,000). Mr. Maxwell is ⅓ owner of Maxwell Bros. (furniture) and Mr. Jernigan is ½ owner of Jernigan Hardware Co. W. R. Ringson and Allen M. Woodall, each with 25% interest in WRDW, retain their holdings. Filed Aug. 13.

KSMN Mason City, Iowa—Acquisition of control by Robert M. Carson through purchase of 245 shares of stock (49%) for $61,250. Mr. Carson now has 35% interest and is president and general manager of KSMN. Filed Aug. 7.

WFKY Frankfort, Ky.—Transfer of control to President James F. Cox (34%) and Secretary-Treasurer W. E. Kinsley (19%) through transfer of 159 shares of stock for $15,900. Filed Aug. 5.

WGRO Bay City, Mich.—Transfer of Control from Gail D. Griner, Edward T. Dillon and Marguerite M. Griner to James Gerity Jr. Mr. Gerity pays $12,000 for capital stock and, in addition, retains Messrs. Griner and Dillon as consulting engineers for WABJ Adrian, Mich., for one year at $6,000 and $5,000 respectively. Mr. Gerity, transferee, is owner of WABJ. Filed Aug. 7.

WTOK Meridian, Miss.—Transfer of control from Meridian Bcstg. Co. to Southern Television Corp. (contingent

TRAFFIC SAFETY

WTMJ-TV Completes Series

WTMJ-TV Milwaukee, in conjunction with the Wisconsin Motor Vehicle Dept., has completed a successful series of eight weekly programs on traffic safety entitled, "Let's Be Good Drivers."

The series was presented as part of *The Woman's World*, with WTMJ's Beulah Donohue as moderator. Featured were three women learning to drive, who reported via television on their progress.

To aid in visual presentation, arrangements were made for studio display of automobiles chassis, a magnetic traffic board, a model village, charts, graphs, posters and excerpts from motion picture films. Seven shows were studio presentations and the eighth was telecast outdoors.

An estimated audience of 50,000, mostly housewives, viewed the shows weekly. Nearly 1,000 wrote in for complimentary copies of the state's official driver manual, WTMJ reported.

AMERICAN ALUMNI COUNCIL has chosen *Barnard* (College) *Alumnae Monthly* as runner-up in its "Magazine of the Year" contest. Editor is Francine S. Petruzzi, assistant publicity director for WMGM New York.

on grant of application for new TV station). In new corporation, WTOK will control 50% of stock. Principals will include President Robert F. Wright (25.5%), 51% owner, and president and general manager of WTOK; Vice President William B. Crooks (12%), 24% owner, and secretary-treasurer and commercial manager of WTOK; Secretary Thomas Y. Minniece (8.4%), chancellor, 12th Dist. Chancery Court; Treasurer S. A. Rosenbaum (16.9%), partner in Rosenbaum & Straws (realtors), and I. A. Rosenbaum Jr. (11.1%), Meyer & Rosenbaum Inc. (general insurance). Filed Aug. 6.

KOLN Lincoln, Neb.—Assignment of license from Inland Bcstg. Co. (licensee of KBON Omaha) to Cornhusker Radio & Television Corp. for $43,000. Assignee is applicant for new TV station in Lincoln [see TV APPLICATIONS, B•T, July 28]. Principals include President Edward M. O'Shea (48.5% now; 41.78% proposed), partner and 50% owner of O'Shea-Rogers Co. (lessor of rental property), Lincoln, and 50 owner of O'Shea-Rogers (Ford) Motor Co., Lincoln; Vice President Harold E. Anderson (2.5% now; 15.5% proposed), general manager of KOLN, and Secretary Bennett S. Martin (48.5% now; 41.78% proposed), president of First Trust Co., Lincoln, and owner of Lincoln Terminal Co. (owner and operator of office buildings), Lincoln. After assignment estimated first year operating cost $102,000, revenue $112,000. Filed Aug. 14.

WICA Ashtabula, Ohio—Involuntary transfer of control to Olive D. Rowley, executrix and trustee of estate of R. B. Rowley, deceased. Mrs. Rowley, who already has 50% interest, will assume control of remaining 50% upon approval of transfer. No monetary consideration. Filed July 25.

WFBC-AM-FM Greenville, S. C.—Transfer of control from a trust to the individuals who are beneficiaries under the trust (all principals of Greenville News-Piedmont Co.). Control would be assumed by following individuals: Laura C. Peace (11.9%), President Roger C. Peace (11.9%), Vice President Charlie Peace (11.9%), B. H. Peace Jr. (11.9%), Gertrude Peace Leake (11.9%), Laura Peace Echols (11.9%) and Frances Peace Graham (11.9%). No monetary consideration. Filed August 5.

WAPO Chattanooga, Tenn.—Assignment of license to Ramon G. Patterson and Louise Patterson Pursley, d/b as WAPO Bcstg. Service, to effect settlement of estate of Joda Patterson, deceased. Mr. Patterson and Mrs. Pursley each have 25% interest and will each assume 50% interest upon approval of assignment. (See second WAPO assignment request below.) Filed July 25.

WAPO Chattanooga, Tenn.—Assignment of license from Ramon G. Patterson and Louise Patterson Pursley, d/b as Pursley Bcstg. Service, to WAPO Bcstg. Service Inc. Sole stockholder in transferee is Mr. Patterson, who will buy Mrs. Pursley's 50% interest in station for $165,000. Mr. Patterson controls 50% of station now and has been general manager since 1936. (Assignment contingent on grant of earlier assignment request; see above.) Filed July 25.

Fairbanks Complaint

COMPLAINT against Jerry Fairbanks Inc., Los Angeles, producer of motion pictures for television, commercial and industrial uses, and IATSE (International Alliance of Theatrical & Stage Employes) Local 44 has been dismissed by the National Labor Relations Board. Complaint was filed Oct. 17, 1951, by Local 946 of the United Brotherhood of Carpenters & Joiners of America. It charged that the company and theatrical union had committed certain unfair labor practices with respect to hiring policy. In reaching its decision, the labor board affirmed the preliminary findings of Trial Examiner Martin S. Bennett.

Mr. Deane obtains leonine opinion on current events. ➤

milestones . . .

► ROGER WAYNE, musical director of WHLI-AM-FM Hempstead, N. Y., is celebrating his 27th year in radio. Starting in New York radio in 1925, he joined WHLI in 1947.

* * *

►WILTON E. COBB, general manager, WMAZ-AM-FM Macon, observed his 25th anniversary with the station Aug. 12.

* * *

► BOB HORN, WFIL Philadelphia disc jockey, was honored by RCA Victor and members of the "Bob Horn Fan Club" Aug. 2, which marked completion of 18 years in radio. RCA Victor presented Mr. Horn with the latest phonograph-radio combination with a gold inscription paying tribute to the anniversary.

* * *

► MARIAN YOUNG, known to WOR New York listeners as Martha Deane, today (Monday) celebrates 11 years as a radio commentator. She is a three-time winner of Ohio State U.'s Institute for Education by Radio award.

* * *

► TENTH year of *Polly Daffron Reports* on WRNL Richmond, Va., morning woman's program, was observed Friday, and its success has been such that a new afternoon series, *Polly Daffron Interviews*, has been inaugurated by WRNL.

* * *

► DINNER for staff members and their families and friends was held Aug. 1 to celebrate the sixth anniversary of Henderson Adv. Agency, Greenville, S. C. The agency, started Aug. 1, 1946, as a one-man operation, has grown to become a leading agency in the South.

HOFFMAN Radio Corp., L. A., in its mid-year report to stockholders announced that sales set an all time record the first half of this year, totalling $15,196,383 as compared with $7,703,942 for the same period in 1951.

NAEB TOUR

Will Seek European Exchange

A DELEGATION of members of the National Assn. of Educational Broadcasters, headed by NAEB President Seymour N. Siegel, director of WNYC-AM-FM, municipally-owned New York outlet, will embark Aug. 20 on a four-week tour of London, Paris, Rome and Geneva to encourage the international exchange of cultural and informative radio and TV programs. In Mr. Siegel's opinion, the trip "is likely to result in the greatest interchange of cultural and informational shows across national frontiers that has ever been seen."

Accompanying the three-man NAEB group will be Neil Morrison, head of production for Canadian Broadcasting Corp. Remaining two delegation members in addition to Mr. Siegel are George Probst, director of *U. of Chicago Roundtable* and chairman of NAEB Adult Education Committee, and Parker Wheatley of WGBH Boston and the Lowell Institute Broadcast Council.

According to NAEB spokesmen, the tour grew out of recent meetings held jointly with NAEB, CBC and British Broadcasting Corp. officials when it was decided that broadcasters of three English-speaking countries would trade educational programs on a "round-robin" basis.

The group was invited to Great Britain by Harman Grisewood, BBC director of the spoken word. There they will meet Lord Simon, outgoing BBC board chairman, and Sir Alexander Cadogan, successor to Lord Simon. In Paris they will be escored by Pierre Crenesse, North American head of Radio Diffusion Francaise, and in Rome they will confer with officials of RIA, Italian radio network, and various TV film producers. The delegation expects to return Sept. 23.

Additionally, NAEB last week announced the appointment of Klores & Carter Inc., New York, who will handle all advertising and promotion. Agency has already begun to promote distribution of first in series of five NAEB radio programs titled *Jeffersonian Heritage*, 13 half-hour dramas.

'WHO'S LYIN'?'

WITH Interviews Lioness

WITH-AM-FM Baltimore's morning personality, Buddy Deane, is claiming a first-of-its-kind broadcast, and there is a strong likelihood his claim will go unchallenged.

To stimulate attendance at Baltimore's Druid Hill Park Zoo, Mr. Deane took a hand-microphone into the lions' cage.

Using a sidewalk-interview technique, Mr. Deane thrust a microphone into a lioness' bewildered face to obtain her opinions on matters of the day. On one of the summer's hottest Sundays, 1,000 assembled to watch Mr. Deane's exemplification of "fearless" journalism.

When asked how she felt personally about Mr. Deane's *Wake Up Baltimore*, the lioness roared loudly. Mr. Deane interpreted the roar to mean the lioness liked his program very much.

The lioness' enthusiastic comment, a description of the broadcast and interviews with the crowd, were played back the following Monday.

TV Applications

(Continued from page 84)

183 ft., above ground 450 ft. Estimated construction cost $267,889, first year operating cost $275,000, revenue $275,000. Post Office address: P. O. Box 3110. Studio and transmitter location: at intersection of Kapiolani Blvd. and South St. Geographic coordinates: 21° 18' 21" N. Lat., 157° 51' 31.5" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. [Earlier application differed in construction and operating cost estimates and revenue estimate, and in visual ERP; see B•T, June 30.]

MODIFICATION OF CP

WFMJ-TV YOUNGSTOWN, Ohio—**The Vindicator Printing Co.**; modification of CP to change **from** UHF Ch. 73 (824-830 mc) **to** UHF Ch. 21 (512-518 mc), and **from** ERP 175 kw visual, 89 kw aural, **to** ERP 186 kw visual, 93 kw aural. Estimated construction cost $1,000,000. [For grant, see B•T, July 21; for applications, see B•T, May 26, 19.]

Registration at Chicago

(Continued from page 29)

Frank King, WMBR Jacksonville, Fla.; William Quarton, WMT Cedar Rapids; Cecil Mastin, WNBF Binghamton, N. Y.; R. D. Westergaard, WNOX Knoxville; George H. Clinton, WPAR Parkersburg, W. Va.; William S. Cherry Jr. and Arnold F. Schoen Jr., WPRO Providence, R. I.

Lavern Flambo, WQUA Moline, Ill.; J. W. Woodruff Jr., WRBL Columbus, Ga.; Hoyt Wooten, WREC Memphis; Barron Howard, WRVA Richmond; Robert Swintz, WSBT South Bend, Ind.; Merrill Lindsay, WSOY Decatur, Ill.

Walter J. Rothschild, WTAD Quincy, Ill.; Herbert Krueger, WTAG Worcester, Mass.; Herschel Graves, WTAL Tallahassee; Oliver Keller, WTAX Springfield, Ill.; Joseph Higgins, WTHI Terre Haute, Ind.; John S. Hayes, WTOP Washington; Harry Wilder, WTRY Troy, N. Y.; W. H. Summerville, WWL New Orleans; Cecil B. Hoskins, WWNC Asheville, N. C.; Lee Wailes, Storer Bcstg. Co.

at deadline

BUTTS, SHARFMAN NAMED FCC HEARING EXAMINERS

APPOINTMENTS of William G. Butts and Herbert Sharfman as hearing examiners—principally to handle TV—announced by FCC Friday. Four others expected to be named shortly.

Mr. Butts, since April 1950, has been chief of Tariffs and Rate Classification Branch of Television Div., FCC Common Carrier Bureau. From 1934-1950 he was chief of Rates and Tariffs Div. of then Accounting Dept. and prior to that was Interstate Commerce Commission examiner.

Mr. Sharfman joined FCC in 1946 as Common Carrier Div. attorney. Since January 1950 he has been attorney with Office of Opinions and Review, participating in preparation of rulings involving both broadcast and common carrier matters. Previously, he was OPA attorney.

Mr. Butts is native of Dearborn, Mo.; Mr. Sharfman, Northampton, Pa.

NBC Revamps

(Continued from page 5)

report now to Mr. McAvity.

Public Affairs Director Taylor's organization will have responsibility for news, news film, special events, sports, talks, documentaries, discussion, education and religious programming.

Reporting to Mr. Taylor: William R. McAndrew, appointed manager of news and special events and who will have charge of news editorial personnel in New York and other points who formerly reported to Henry Cassidy or Francis C. McCall; Thomas S. Gallery, manager of sports, whose present organization continues; Edward Stanley, manager of public service programs, whose present organization continues and to whom Doris Ann, appointed supervisor of television religious programs, also will report.

Charles H. Colledge, named manager of public affairs operations, reporting to Mr. Taylor, will be responsible for assigning producers and directors to activities within public affairs department, and also for providing production facilities involving news film and coordinating production facilities involving remote broadcasts and tape activities for Messrs. McAndrew, Gallery and Stanley. He also will handle special assignments for Mr. McAndrew. Others reporting to Mr. Taylor: Leslie Vaughan, appointed business manager of public affairs, and Richard Pinkham, on special assignment as executive producer of *Today* TV program [B•T, Aug. 11].

Other principal executives of public affairs department assigned to new duties: Henry Cassidy, who assumes new responsibilities as radio-TV news commentator, with regular appearance on *Today* as first assignment; Francis C. McCall, named producer of *Camel News Caravan* reporting to Mr. McAndrew; Joseph Meyers, appointed chief of central news desk, also reporting to Mr. McAndrew, and Adolph Schneider, producer, who will concentrate on NBC-TV's coverage of NCAA football schedule, which begins Sept. 20 [B•T, Aug. 4].

ARKANSAS PATS

ARKANSAS broadcasters were figuratively patting themselves on back Friday and at same time congratulating Judge Francis Cherry in winning Democratic gubernatorial nomination — which in Arkansas is tantamount to election.

Country judge used radio "talkathon" campaign so successfully [B•T, Aug. 11] that he defeated incumbent Gov. Sid McMath in runoff election Aug. 12.

In statement last week Arkansas Broadcasters Assn. took note that Judge Cherry had "employed radio as a principal means of addressing himself to the electorate of the state. Judge Cherry's decision to campaign via the facilities of radio broadcasting reflects not only the esteem in which he holds the medium and his own sound judgment in modern political affairs, but also demonstrates the magnetic power of the world's greatest medium of mass communication."

Resolution signed by Storm Whaley, KUOA Siloam Springs, ABA president, and W. N. McKinney, KELD Eldorado, ABA secretary.

SNADER, UNGER READY TO FORM NEW SYNDICATE

WITH initial $1 million available to buy out other stockholders, Louis D. Snader, president, and Oliver A. Unger, vice president in charge of sales, are expected to be in New York today (Monday) to complete organization of syndicate to take over Snader Telescriptions Corp. and its subsidiaries.

Syndicate over weekend was to negotiate purchase of stock held by Henry and Alexander Bisno, Beverly Hills real estate investors, who recently started, then dropped, court action to oust Mr. Snader from corporation [B•T, Aug. 4].

Syndicate plans additional $1 million to complete 800 scheduled telescriptions and other TV films and expand sales organization. In addition to parent corporation, stock in Snader Telescriptions Productions Inc. and Snader Telescription Sales is involved in deal.

PRESTONE IN 47 TV MARKETS

PRESTONE anti-freeze, through William Esty Co., N. Y., will sponsor quarter-hour weekly football forecast, *Football This Week*, on film in 47 markets, effective Sept. 26. Package represented nationally by Station Distributors, N. Y., is being syndicated in 18 open markets. Firm also using radio spot campaign [B•T, Aug. 11].

TV FOR BLIND

WPIX (TV) New York, in cooperation with New York Guild for Jewish Blind, will demonstrate newly-developed television set adapted especially for blind at news conference today (Monday). Screenless set, said to have been tested already in several parts of country, is highly sensitive, equipped with small Braille disc for users' convenience.

PEOPLE...

JOSEPH G. CONNOLLY, member of law firm of Kaye, Scholer, Fierman & Hays, N. Y., appointed general counsel and secretary of Audio & Video Products Corp., N. Y.

JERGEN NASH leaves KDHL Faribault, Minn., to join WLOL Minneapolis, effective Sept. 1.

HARRY W. BURKE has been appointed special merchandising representative for Zenith Radio Corp. He will work out of Zenith general offices in Chicago. Before joining Zenith, Mr. Burke was associated with Altorfer Bros. Co. for two years.

HENRY F. HULL Jr., N. W. Ayer & Son, N. Y., to Calkins & Holden, Carlock, McClinton & Smith, same city, as director of program production.

MORTON A. BARRETT, service manager of WCBS-TV New York., named to newly created post of operations and sales service manager.

NEW TV APPLICATIONS

TOTAL requests for new TV stations rose to 760 when five more were filed late Friday at FCC. Applications for VHF outlets now total 454; UHF station requests number 305. All of Friday's applications were new (also see TV APPLICATIONS, page 74). New applications are:

San Jose, Calif.—San Jose Television Bcstg. Co., VHF Ch. 11, ERP 195 kw visual, 97.5 kw aural; antenna height above average terrain 2,654 ft., above ground 187 ft. Estimated construction cost $640,804, first year operating cost $741,189, revenue $807,214. Principals include President **Patrick H. Peabody** (18%), president and majority stockholder of KSJO San Jose; Vice President and General Manager **Charles F. Mallory** (4%), vice president of KSJO and executive general manager of KHUB Watsonville, Calif.; Vice President **Joseph P. Perrucci** (5%), 25% owner of Mayfair Packing Co.; Secretary **David C. Kirby** (4%), San Jose attorney; Treasurer **Joseph C. Houghteling** (10%), ⅔ owner of Gilroy Publishing Co., Gilroy, Calif., and **H. Leslie Hoffman**, president and 28% owner of Hoffman Radio Corp., Los Angeles.

KFXJ Grand Junction, Col., VHF Ch. 5, ERP 1.43 kw visual, 0.715 kw aural; antenna height above average terrain minus 100 ft., above ground 258 ft. Estimated construction cost $126,270, first year operating cost $72,000, revenue $108,000.

WLOX Biloxi, Miss., VHF Ch. 13, ERP 11.9 kw visual, 5.96 kw aural; antenna height above average terrain 216 ft., above ground 234 ft. Estimated construction cost $132,000, first year operating cost $100,000, revenue not estimated.

Raleigh, N. C.—Sir Walter Television & Bcstg. Co., UHF Ch. 28, ERP 283.5 kw visual, 147 kw aural; antenna height above average terrain 502 ft., above ground 446 ft. Estimated construction cost $296,500, first year operating cost $160,000, revenue $180,000. Principals include **John W. English** (25%), partner in Erie, Pa., law firm of English, Gilson, Baker & Bowler; **John J. Boland Jr.** (25%), partner in Boland & Cornelius (ship cargo brokers), Buffalo, N. Y.; **James R. McBrier** (25%), president of Trask, Prescott & Richardson (department store), and **James B. Donovan** (25%), member of New York and Washington law firm of Watters & Donovan.

WCHV Charlottesville, Va., UHF Ch. 64, ERP 118 kw visual, 66.3 kw aural; antenna height above average terrain 781 ft., above ground 97 ft. Estimated construction cost $165,500, first year operating cost $94,350, revenue $91,800.

SHELDON CLARK

SHELDON CLARK, 75, board chairman of Sinclair Refining Co., died Friday morning in Chicago, where he had been ill five weeks from heart attack. Services are to be conducted there this morning (Monday). Mr. Clark was long interested in Illinois civic, sports and business affairs, and was member of Union League Club, Knights of Columbus, Chicago Plan Commission, Navy League, Art Institute of Chicago and Illinois Athletic Commission.

XUM

BACKBONE OF AMERICA

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

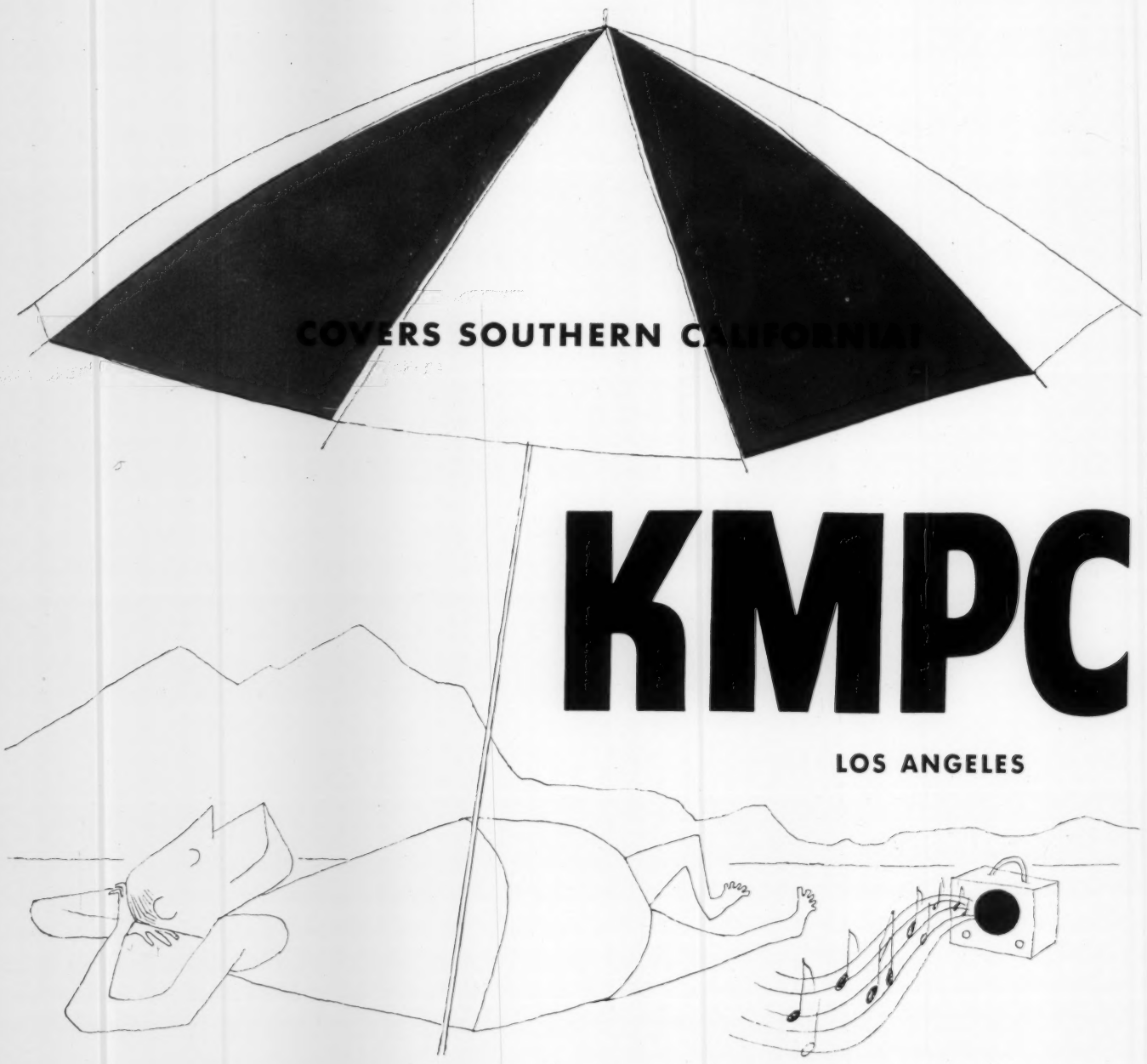
In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW
1922 · 1952
30th year

WLW The Nation's Station



KMPC

LOS ANGELES

southern california's one-station network *

* **KMPC,** with 50,000 watts (days), and 10,000 watts (nights), gives you PRIMARY COVERAGE in 205 Southern California communities. Represented nationally by H-R REPRESENTATIVES, INC.

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM